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1954

BEDDING PLANTS YEAR AROUND SALES BUILDERS

The post-war building boom has increased the bedding plant trade for many florists in many communities, and for several years a trend of more and more flat and band-grown annuals has been noticed. As people have plenty of gardening space around their homes, they have shown a preference for a quantity of flat transplants at modest prices rather than a few pots of petunias, marigolds or salvia which they feel do not make a real show for their money. Aside from the price factor, however, the public has enjoyed growing on these small plants in their own gardens. Flat transplants have proven equally as popular with many growers since they save considerable labor in production. The trend, therefore, in bedding plants is for small-sized flats sold as a unit.

In looking over your catalog for 1954, prepare not only to repeat those varieties that were popular last season but select many of the fine new offerings to whet the appetite of the new gardeners. Don't overlook the All-America Selections in planning your offerings to the home owners next spring. These prize plants are backed by their originators in national advertising, and there is plenty of publicity given these outstanding introductions by the garden magazines and newspapers. Your customers will expect to see these new things in your selections of plants.

It is up to all of us to see that enthusiasm for gardening on the part of the new home owners does not wane. Your customers' habit of coming to your shop for bedding plants will expand to purchases of cut flowers and house plants the year around.

Consider, too, that besides making friends and customers for you, there is money in the bedding plant trade. The cost of the seed is insignificantly small. The profit margin is higher than on anything you can grow, and the turnover is quick.

Let's go over the top in 1954 and make it the best bedding plant year on record. It will take some doing, perhaps even a sales campaign in your community; but 1953's peak can be topped and without too much effort.

FLOWER SEEDS

Fred C.
Gloeckner
Company
Incorporated

15 EAST 26th STREET
NEW YORK 10, NEW YORK
Telephone: LExington 2-4198 - 4197
Cable Address: GLOECKNERS, N. Y.

BUSINESS TERMS:

ON OPEN ACCOUNT: (Flower Seeds Only). For Customers of Approved Credit 60 Days Net. The following discounts will be allowed on orders paid within 10 days: \$5.00 to \$50.00 2% — \$50.00 to \$100.00 5% — \$100.00 or over 8%.

CASH OR C.O.D. ORDERS: (Flower Seeds Only). Under \$5.00 net — \$5.00 to \$25.00 5% — \$25.00 or over 8%.

Prices in this catalog are subject to change without notice. . . . All goods are offered subject to Crop Failures, Shortages or other causes beyond our control, and to being unsold on receipt of order. . . . The prices in this catalog are for the trade only. For your own protection do not loan this catalog to anyone not entitled to Florist or Wholesale prices. . . . Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

WARRANTY: Fred C. Gloeckner & Co., Inc. warrants to the extent of the purchase price that seeds or bulbs sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, expressed or implied.

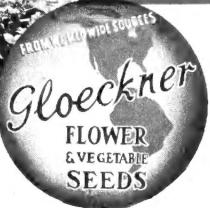
COVER MAN 1954

The twenty-three greenhouses and five retail shops that today comprise the firm of J. Elmer Betty & Sons, Inc., Wilmington, Del., spell a success story in the florist industry. Hard work, a devotion to flowers and a keen business sense have produced the outstanding career in floriculture enjoyed by Mr. J. Elmer Betty whom we take pleasure in presenting as our Cover Man for 1954.

Born at Silverbrook, Wilmington, his floricultural career began in 1891 when as a boy of fourteen he sorted pots and pulled weeds for the firm of G. W. Brinton & Son. He remained with the firm for ten years and then joined Mr. Frank Brinton in partnership. Later, with two small greenhouses, Mr. Betty began an enterprise of his own that he has developed to its present size with the aid of Mrs. Betty and their three sons.

Their son, John, heads the firm's retail department; Paul leads the way in flower production, while Charles oversees maintenance, decorating and transportation. The wives of John and Charles are also actively engaged in the business heading the Kennett Square and Newark stores respectively.

Gloeckner
seeds, bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so that you may have the best with which to build your prospective crops. Our interest in you and your crops by no means ends with the sale. We are more than anxious to have the materials we sell, grow and prove profitable to you.



Gloeckner FLOWER SEEDS

NEW & RECENT INTRODUCTIONS

ZINNIA BLAZE

A vivid Giant Cactus type, Blaze took the All-America award for the best new flower in 1954. It is outstanding for the uniform doubleness of its fluffy, gracefully quilled petals that measure over 5 inches across. Blooms are mandarin-red softening to scarlet orange as the flowers attain size. Plants 28-32 inches tall.

Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
\$.75	\$2.25	\$6.50

ASTER POWDERPUFFS

A commercial outdoor variety suitable also for home gardeners. Growth is upright branching, but all flowers stem from the main stalk, making the entire plant a market bunch. August blooming, the flowers are white, pink, azure, rose, crimson and blue and measure 3 to 3½ inches. They are fully double. Plants reach 24 inches in height but can be spaced 12 inches apart because growth is so upright.

Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
\$1.00	\$2.00	\$5.00

PETUNIA POPCORN

New Grandiflora Single Plain Edge variety recommended for pots and bedding. Flower size and form is like Snowstorm, but Popcorn is earlier blooming and the plants are compact and extremely dwarf.

Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.	$\frac{1}{16}$ oz.
\$1.75	\$3.30	\$6.00	\$11.00

VERBENA

Gloeckner

SPECIAL

Unsurpassed for spring bedding plant sales, this fine mixture of dwarf Verbenas provides a wide range of colorful blooms, many of which are the popular white-eyed types. Especially adapted for 2½ and 3-inch pots.

Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	Oz.
\$1.00	\$2.00	\$3.50	\$6.00

MARIGOLD GIANT SPRY

An important development in the dwarf class, the blooms are about twice the size of regular Spry. Plants are twice the diameter of Spry but only slightly taller. Rich golden orange tufted centers are flanked by a single row of short velvety, mahogany-red guard petals. Giant Spry comes into bloom about five days later than Spry.

Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
\$1.00	\$1.50	\$6.00

Gloeckner FLOWER SEEDS

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ANTIRRHINUM SNAPDRAGONS

FOR GREENHOUSE CULTURE

PINK AND ROSE

	Tr. Pkt.
Better Times—Bright cerise rose.....	\$2.00
•Christina—Light salmon pink.....	3.50
•Christmas Cheer—Rose pink.....	3.00
Cheviot Maid Improved—Medium pink.....	1.00
Chevy Chase Pink — Pastel pink, darker than Maryland	3.50
•Crusader—Light Rose similar to Dorcas Jane.....	3.00
•Dorcas Jane—Early light rose pink.....	2.50
•Gusto—Light pink	3.00
Kathleen—Pastel pink, long spike, well-placed florets	3.00
•Libby—Dark rose pink	3.50
•Maxine—Early light salmon pink.....	3.00
•Mary Ellen—Early light rose pink.....	2.50
•Maryland Pink Improved—Early light pink.....	3.50
•Mountain Pink—Medium pink	3.00
New Times—Bright rose	3.00
•Pamela Pink—Medium pink	3.00
•Pensive—Dark rose pink	3.00
Peggy Schumann—Rose pink	2.00
•Pink Star—Dark pink	3.00
•Pompey—Light rose pink	3.00
•Rockwood Early Hybrid Pink—Pink shades.....	3.50
Rockwood Pink Supreme—Brilliant rose pink.....	2.00
•Spartan Rose — Rose-pink hybrid, flowers with Margaret	3.00
•Star Charter—Rose pink	3.00
•Top Flight—Light rose pink	3.00
Trilbee Pink—Rich pastel pink, large spike.....	3.50
•Whirlaway — Light pink slightly deeper than Mary Ellen	3.00

BRONZE AND ORANGE

	Tr. Pkt.
Afterglow—Golden orange	\$1.00
•Barbara—Dark bronze	3.50
•Cavalcade—Lively golden bronze	3.00
•Gallant Fox—Deep orange bronze	3.00
•Jubilee—Light bronze	3.50
Lady Dorothy—Copper red	3.00
Schlegel's Early Bronze	2.00
•Sunbriar—Bronze	3.00

•HYBRIDS

Seed is sown July 5 to 15 for pinched crop for early winter flowering. Single-stem crop for early winter, sow August 5 to 15. High temperature inhibits germination of the seed, and one must, therefore, select a cool location for the flats in summer. However, for fall and winter sowing, germinate in 60 to 65 degree temperature.

Damping-off is a serious problem and all precautions should be taken to avoid it. The soil should be sterilized with steam or other efficient measures, and after the seed germinates, good air circulation and very little watering will help to prevent this trouble.

WE CAN SUPPLY ANY VARIETY NOT LISTED ABOVE
FOR OTHER GREENHOUSE VARIETIES AND OUTDOOR STRAINS
SEE PAGES 4 and 5

WHITE

	Tr. Pkt.
•Apollo—Ivory white similar to Margaret	\$3.00
•Citation—Ivory white	3.00
•Jet Pilot—Medium early paper white.....	3.00
Junglewood White	2.00
Lucky Strike Improved	1.50
Margaret—Ivory white	2.00
•Maryland White—True paper white	3.50
Rockwood Early White	2.00
Schlegel's Early White Improved	1.50
•Spartan White—Mid-winter pure white	3.00
Tommy Armstrong—Pure white, long stem and spike	3.00
•Twenty Grand—Medium early ivory white	3.00

YELLOW

	Tr. Pkt.
•Day Star—Early yellow	\$3.00
Ethel—Golden yellow	1.50
Gilbert's Yellow	2.00
•Gold Mine—Deep golden yellow	3.00
•Gold Rush—Early golden yellow	3.50
Junglewood Yellow—Rich yellow	2.00
•Patricia—Yellow	3.50
Seabiscuit—Yellow	3.00
Schlegel's Early Yellow	2.00
•War Admiral—Yellow. Just follows Day Star....	3.00

RED

	Tr. Pkt.
•Priscilla Ann—Early hybrid crimson.....	\$3.50
Schumann's Velvet Red	3.00
Schisler's Red	2.00

LAVENDER

	Tr. Pkt.
•Bold Venture—Dark lavender	\$3.00
Windmiller's Lilac—Excellent orchid color.....	2.00
Schumann's Lavender	2.00

Gloeckner FLOWER SEEDS

ANTIRRHINUM SNAPDRAGONS

FOR GREENHOUSE CULTURE
CONTINUED FROM PAGE 3

YODER BROS. HYBRIDS

These important new improved hybrid snapdragons are the result of intensive hybridization by Yoder Bros., Barberton, Ohio. For December and January flowering, they are stiff stemmed and produce long tapering spikes. These hybrids also are very valuable for the spring crop. There is a minimum amount of side shoots which makes them well adapted to single-stem culture as well as for a pinched crop.

WHITE

Jet Pilot—A medium early paper white, long spikes; similar to White Wonder in form; much greater vigor.

IVORY

Apollo—Larger flowered and more vigorous than Margaret, otherwise very similar to that variety.

Citation—Earlier than Margaret, Apollo or Twenty Grand. Very large ruffled floret. Vigorous and uniform. Compact floret spacing on long spikes.

Twenty Grand—A medium early winter flowering variety; fine keeper.

LAVENDER

Bold Venture—Early, uniform, hard stem. Medium floret size. Color is best described as rich lavender or bright, light magenta.

LIGHT PINK

Top Flight—Earlier than Christina. Nearly identical with that variety in color, floret size and length of spike. Greater vigor and much more uniform. Partially shatterproof in presence of ethylene.

Whirlaway—Medium early; large floret; close spacing; long spike; a little deeper color than Mary Ellen.

PRICE OF ALL THE ABOVE \$3.00
2000 Seeds per Packet

GREENHOUSE SNAPS FOR LATE SPRING AND SUMMER BLOOM

PINK & ROSE

	Tr. Pkt.
Rockwood's Lavender Rose	\$2.00
Rockwood's Summer Pink No. 1	3.00
Witterstaetter's Orchid	2.50

BRONZE & ORANGE

Witterstaetter's Bronze	\$2.50
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WHITE

Rockwood's Crystal White	\$3.00
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ROSE PINK

Crusader—Color and season that of Dorcas Jane.

Gusto — Color somewhat deeper than Mary Ellen. Earlier, and more uniform in flowering. Florets held close to spike. Ruffled hood.

Pompey—Color nearly same or little deeper than Dorcas Jane. Earlier, more vigor, uniformity of growth and closer floret spacing than Dorcas Jane.

Star Charter—A wide floret similar to that of Christina; vigorous uniform growth; close spacing of florets. A beautiful flower and an excellent keeper.

DARK PINK

Pensive — A little later than Christmas Cheer but stronger. Cleaner growth, large floret.

Pink Star—Early. Very large floret. Medium to long spikes. Uniform and vigorous. Dark pink with light salmon overcast.

YELLOW

Day Star — Very early; good uniformity; long spike; flower a little small.

Seabiscuit—Uniform, vigorous, long spike and excellent floret form. Follows War Admiral, Patricia and Day Star. Outstanding winter or spring.

War Admiral—Just follows Day Star. Closer spacing and somewhat larger florets.

BRONZE

Cavalcade—A lively golden bronze; extremely vigorous; long spikes; outstanding keeper.

Gallant Fox—Deep orange bronze, similar in color to Lady Dorothy; much stronger and more vigorous; compact floret placement; a little earlier than Barbara.

Sun Briar — Lively orange bronze. Very long spike and hard stem. Medium height. Very long spike relative to over-all stem length.

YELLOW

	Tr. Pkt.
Rockwood's Canary Yellow	\$3.00
Rockwood's Summer Yellow—Fairly deep yellow	2.00
Sonny	2.00
Witterstaetter's Yellow	2.50

RED

Rockwood's Summer Red	\$3.00
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ANTIRRHINUM

SNAPDRAGON

STANDARD OUTDOOR STRAINS

MAJUS GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Autumn Glow Shades — Old rose suffused amber35	.85	\$2.80
Cherry Rose — A new bright color..	.35	.85	2.80
Fiery Red — Very brilliant35	.85	2.80
Harmony Shades — Terra cotta yellow, shaded rose35	.85	2.80
Orange Shades — Deep to light orange35	.85	2.80
Pinkie — Clear rose35	.85	2.80
Reveille — Deep luminous yellow....	.35	.85	2.80
Rosalie — Rich deep rose; underlying tone of topaz or amber.....	.35	.85	2.80
Salmon Shades — Salmon rose, pink and amber35	.85	2.80
Shasta — Pure white35	.85	2.80
Wallflower Red35	.85	2.80
Yellow Jacket — Deep yellow35	.85	2.80
University of California Mixture35	.85	2.80

TETRA

One of the most satisfactory outdoor snaps. Almost never crippled with rust. Blooming size plants are tall with thick stems which keep the spikes erect and the tips straight. Flowers large, mostly ruffled.

	Tr. Pkt.	1/4 oz.
White Rose — (U.S.D.A. No. 6), salmon pink with white tube. Tall50	\$2.00
Deep Salmon Pink — (U.S.D.A. No. 11), medium tall, huge florets50	2.00
Bright Rose — (U.S.D.A. No. 10), brilliant rose, medium tall50	2.00
Superfine Mixture — (Tetra Snaps), erect and husky growth, medium tall with huge ruffled florets in many colors and bicolors, some veined50	2.00

MAXIMUM GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Alaska — (Snowflake) — White35	.85	\$3.00
Canary Bird — Canary yellow35	.85	3.00
Copper Queen — Bronzy copper blending to antique gold at the nose35	.85	3.00
Crimson — Fiery crimson35	.85	3.00
Indian Summer — Coppery orange scarlet35	.85	3.00
Loveliness — Soft rose pink35	.85	3.00
Salmon Rose Shades35	.85	3.00
Skyscraper Mixture — Pastel shades of ivory, yellow and pink50	3.25	—
Swing Time — Rose pink35	.85	3.00

Velvet Giant — Deep velvet red. Not a Tetra but looks just like one. Very large and vigorous.

Tr. Pkt.	1/4 oz.
\$.50	\$2.75

Yellow Giant — Deep yellow

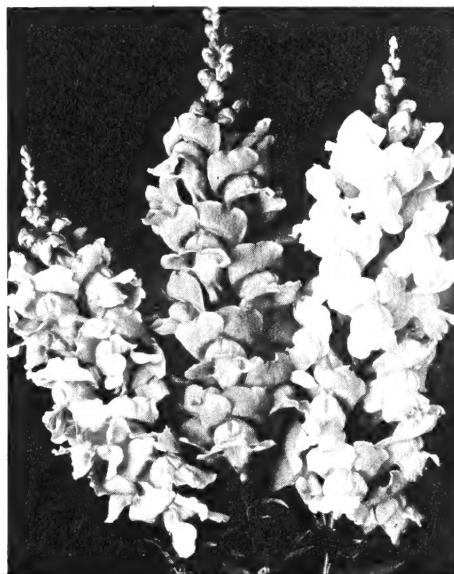
.35 .85 3.00

Finest Mixed

.35 .85 3.00

NANUM GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Amber and Gold — Golden Amber, yellow lip25	.85	\$3.00
Carmine Rose — Bright carmine rose25	.85	3.00
Golden Queen — Golden yellow.....	.50	1.50	5.00
Gloria — Deep rose pink50	1.50	5.00
Indian Girl — Old gold25	.85	3.00
Saint George — Beautiful shade orange cerise50	1.50	5.00
Red Emperor — Rich deep scarlet....	.50	1.50	5.00
Rose Eclipse — Rose pink50	1.50	5.00
Royal Rose — Deepest and richest rose imaginable50	1.50	5.00
Wildfire — Bright orange scarlet....	.25	.85	3.00
Finest Mixed25	.85	3.00



ANTIRRHINUM
TETRA
MIXED

AGATHEA — (BLUE DAISY)

	Tr. Pkt.	Oz.
Coelestis — The lovely, free flowering blue Marguerite30	\$2.00

ANEMONE CORONARIA

	Tr. Pkt.
Blue Poppy — Bright blue50
De Caen — Fine mixed50
His Excellency — Single fiery scarlet.....	.50

AMARANTHUS

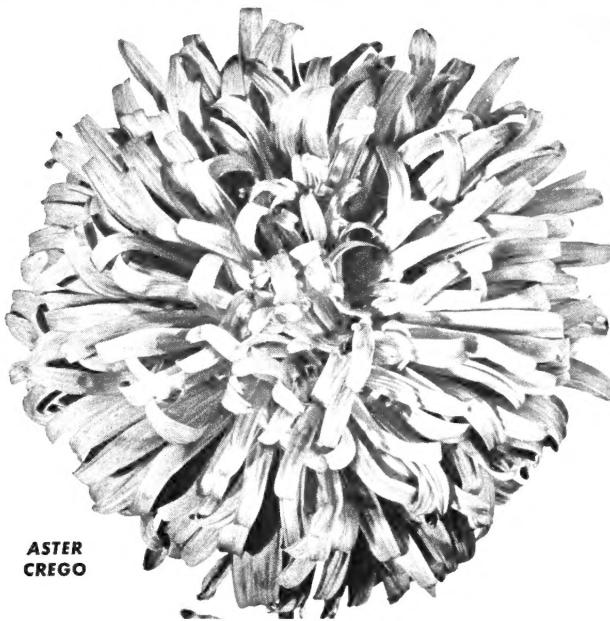
	Tr. Pkt.	Oz.
Molten Fire — Leaves are of iridescent crimson20	\$1.35
Tri-Color Splendens — (St. Joseph's Coat) Yellow, red and green foliage — 3 ft.20	1.35

ASPARAGUS

New Crop Seed Ready in Mid February

	1000 Seeds	5000 Seeds
Plumosus Nanus	\$2.50	\$10.00
Sprengeri	2.50	10.00

Gloeckner FLOWER SEEDS



ASTERS

BODGER'S WILT-RESISTANT STRAINS

QUEEN OF THE MARKET

These well-known early flowering Asters are of branching habit, about 20" tall, blooming mid-July.

Azure Blue	Light Blue or Lavender
Ballet Queen—Deep salmon rose	Peach Blossom—Flesh pink
Crimson	Rose
Dark Blue or Purple	White
	Finest Mixed

AMERICAN BRANCHING

Plants 2 to 2½ feet tall, branching, robust, flowers large, double and fine form. Flowers late August and early September.

Azure Blue or Dark	Rose
Lavender	Shell Pink—
Crimson	(Mary Semple)
Peach Blossom	White—Extra select,
Purple	long stems
	Finest Mixed

EARLY ROYAL BRANCHING

Plants branching 2 to 2½ feet, blooming mid-August, directly following the Queen of the Market.

Azure Blue or Dark	Purple
Lavender	Shell Pink
Deep Rose	White
Peach Blossom—	Finest Mixed
Lavender pink	

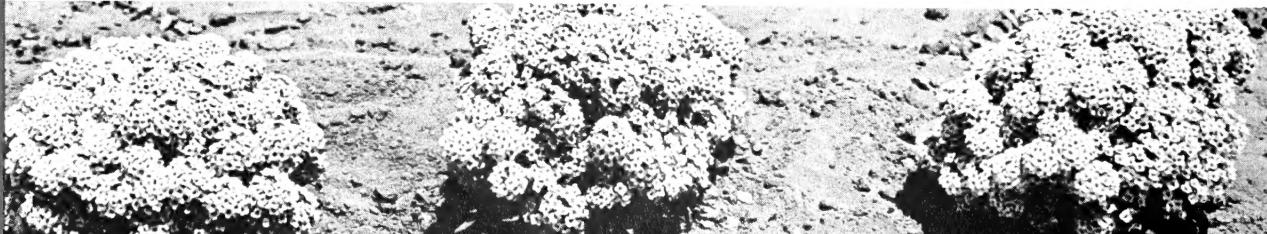
AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

Azure Fairy—	September Beauty—
Dark lavender	Shell pink
Crimson	Silvery Rose
Deep Rose	White
Purple	Finest Mixed

Tr. Pkt.	1/4 oz.	Oz.
Prices Above:	\$.40	\$.65
		\$2.00

ALYSSUM DWARF COMPACT



Gloeckner FLOWER SEEDS

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PRINCESS TYPE (Wilt Resistant)

A very attractive new cutting type of wilt resistant Aster, 2 to 2½ feet tall, branching and free flowering, early blooming, bearing quantities of flowers on strong stems. Blooms mid-August. Good shipper.

Anne—Peach blossom

Barbara—Orchid

Bonnie—Soft salmon rose

Elizabeth—Pure white

Golden Sheaf—Yellow

Linda—Clear rose

Margaret—Florist rose

Marsha—Rich cinnabar
scarlet

Susan—Clear deep blue

Mixed

Tr. Pkt.

1/4 oz.

Oz.

Prices Above: \$.50

\$.90

\$3.00

SINGLE CHINENSIS (Wilt Resistant)

Plants 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

Tr. Pkt. 1/4 oz. Oz.

Branching Single Rainbow Mixed... \$.25 \$.45 \$1.65
Upright Single Rainbow Mixed..... .25 .45 1.65

SUPER GIANT (Non-Resistant)

This is the largest and most fully double Aster class known. Plants about 2½ feet tall.

Tr. Pkt. 1/4 oz. Oz.

El Monte—Crimson \$.40 \$.85 \$3.00
Los Angeles—Shell pink40 .85 3.00

CONTINUOUS FLOWERING OF ASTERS

Sow Seeds	Pot Seedlings	Bench Plants	Flowering Date Approximate
Dec. 20	Jan. 10	Mar. 1	May
Feb. 1	Feb. 20	Apr. 1	June
March 15	April 10	May 15	July
April 20	May 10	June 15	August
May 20	June 10	July 15	September
June 10	July 1	Aug. 15	October
June 20	July 15	Aug. 20	November
July 10	Aug. 1	Sept. 1	December
July 15	Aug. 10	Sept. 15	January
August 15	Sept. 10	Nov. 1	February
Sept. 10	Oct. 1	Dec. 1	March
Oct. 20	Nov. 15	Jan. 1	April

Plants must be given additional light between September 1 and May 1 regardless if they are in seed flats or in the bench. If the plants are not lighted while in small pots, they develop a rosette of leaves and growth of the stem and flowers is delayed. Plants should be lighted until the first flowers show color.

Low wattage bulbs will suffice for additional light. On a four-foot bench, 40-watt lamps spaced 6 feet apart and about 24 inches above the plants will give ample light for this crop.

ADDITIONAL LIGHTING SCHEDULE

3 hours during the months of September, October, March and April.

4 hours during the months of November and February.

5 hours during the months of December and January.

SHAGGY TYPES

The interlaced petals of the Asters in this group produce an attractive fluffy or shaggy flower that you will find distinctive and popular.

EARLY GIANT

Flowers are of the large Giant of California type, while the plants are shorter, about 1½ feet in height. This class is early blooming, coming into flower by the first week in September.

Light Blue
Peach Blossom

Rose Marie—Rich rose
White

Mixed

Tr. Pkt. 1/4 oz. Oz.
Prices Above: \$.50 \$.90 \$3.00

IMPROVED CREGO

Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes. Blooming mid-August.

Azure Blue

Blue Flame—Rich blue

Crimson

Deep Rose

Light Blue—Lavender

Peach Blossom

Shell Pink

Purple or Dark Blue

White

Finest Mixed

Tr. Pkt. 1/4 oz. Oz.
Prices Above: \$.40 \$.65 \$2.00

Azure Ball—(New)—Fully double, long-stemmed, clear light blue. Tr. Pkt. \$1.75 1/4 oz. \$3.20 Oz. \$9.60

Pink Ball—(New Ball Shell Pink)—Large 3½ to 4 inch fully double flowers of soft shell-pink carried on long stems. Rarely shows any center. Blooms mid-August. Excellent flowered under lights in early spring. Needs little disbudding as laterals are few.

Tr. Pkt. \$1.75 1/4 oz. \$2.50 Oz. \$7.50

White Ball—(New Ball White)—The large pure white flowers of this new Aster are exceptionally double and borne on stiff stems. Blooms late August.

Tr. Pkt. \$1.50 1/4 oz. \$2.50 Oz. \$7.50

Powderpuffs — New — Upright branching 2 feet high. August bloom. Mixed colors. See novelty page.

Tr. Pkt. \$1.00 1/4 oz. \$2.00 Oz. \$5.00

VARIOUS RESISTANT VARIETIES

	Tr. Pkt.	1/4 oz.	Oz.
Ball White Early — Royal — White crested center, branching 2 to 2½ feet. Late August	\$.40	\$.65	\$2.00
Ball White Late — American Branching — White 2½ to 3 feet long stems. Early September.....	.40	.65	2.00
Ball Deep Rose — Royal — Bright deep rose, 2½ to 3 feet branching. Mid-August40	.65	2.00
Ball Purple — Royal — Deep bright purple, 2½ to 3 feet branching. Late August40	.65	2.00
Early Phlox Pink — American Branching — Clear light rose- pink, 2½ to 3 feet. Late August...	.40	.65	2.00
Heart of France — American Branching—Bright red. Late August.....	.40	.80	2.75

BEGONIA

FIBROUS ROOTED

DWARF CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.	
Adeline —Rose pink, green foliage	\$1.25	\$2.75	\$5.00	
Helena —Carmine scarlet, foliage green, growth pyramidal	1.25	4.50	8.00	
Luminosa Compacta —Scarlet red, light bronze foliage.....	1.25	3.50	6.00	
Pink Pearl —Hybrid F1, Rich pink.....	1.50			
Red Pearl —Hybrid F1, Scarlet red.....	1.50			
Rosy Red — Hybrid F1, Green foliage	1.50	6.00		
Saga —Bright scarlet	1.25	4.00	7.50	
Tausendschoen — Hybrid F1, Lustrous rose pink	1.25			

INTERMEDIATE CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.	
Indian Maid — Red flowers, deep bronze shiny foliage	\$1.25	\$2.75	\$5.00	
King of the Reds — Red flowers, green foliage	1.25	2.75	5.00	
Lucifer — Scarlet flowers, dark red foliage	1.25	4.00	7.50	
Luminosa —Deep scarlet, red-brown foliage	1.25	3.50	6.00	
Pink Profusion —Rose flowers, green foliage	1.25	4.50	8.00	
Prima Donna —Hybrid F1, Flowers carmine, foliage tinged red.....	1.25	2.25	3.75	
Salmon Queen — Salmon shaded rose flowers, dark bronze foliage	1.25	2.50	4.50	
Scandinavian Pink — Rose pink, bronze tinged foliage	1.25	2.75	5.00	
Scandinavian White — Like above but white	1.25	2.75	5.00	
Stuttgart —Carmine rose, dark red foliage	1.25	4.50	8.00	
White Pearl —White flowers, green foliage	1.25	2.50	4.50	

TALL CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.	
Christmas Cheer —Crimson scarlet flowers, foliage light bronze.....	\$1.00	\$2.00	\$3.75	

TUBEROUS ROOTED

	Tr. Pkt.	1/64 oz.	1/32 oz.	
Mixed —Camellia flowered double type, plants 1½ ft. tall.....	\$3.00			

BALSAM

	Tr. Pkt.	1/4 oz.	Oz.	
Double Bush Flowering —Flowers appear in clusters at the top of the stems making these an attractive spring sales item in small pots. 3000 seeds per ounce.				
Scarlet, Rose, White, Mixed.....	\$.40	\$.75	\$2.25	
Double Camellia Flowered Mixed	.15	.30	1.00	

Fibrous Begonias are a necessity item for spring bedding sales. They are used extensively in combination work and are also popular house plants throughout the year.

Production from seed is simple. January sowing produces plants for spring bedding work. The fine seed is lightly pressed into a sterilized fibrous medium. The seed is kept moist, not covered, and germinates best at 60 to 70 degrees. An economical method has been to shift the seedlings to flats spaced 2 x 2 inches and grow them on until they become crowded. Then transfer to 3- or 4-inch pots.

Potting soil should contain one part peat, one part sand and one part soil—a fibrous medium that will not pack is essential. To keep the plants moving, a temperature of 60 degrees is best. The plants do well in shade or full sun, but are best shaded during the summer.

Try monthly sowings from August to March for a constant supply to meet your customer's demand.

BELLS OF IRELAND

(*Molucella Laevis*)
7000 SEEDS PER OZ.

The graceful 2-feet branching stems of this curious plant are covered with 2-inch translucent pale green flowerlike sheaths, resembling bells, that contain the small white flowers. The branches last well when used alone or with other flowers in an arrangement and may be dried for winter use. Culture from seed is simple. May be grown in greenhouse benches, pots or outdoors where the season is long.

Tr. Pkt. \$.60 ¼ oz. \$2.20 Oz. \$6.60

BROWALLIA

Speciosa Major—Violet-blue-flowers 1½ inches across, are carried on 10 to 12-inch stems. Standard pot variety.

Tr. Pkt.	1/16 oz.	1/8 oz.	1/4 oz.
\$1.00	\$2.25	\$4.00	\$7.50

CANDYTUFT

GIANT HYACINTH FLOWERED

Tr. Pkt.	Oz.	1/4 lb.	Lb.	
White	\$.25	\$.90	\$3.00	\$9.50

UMBELLATA TYPE

	Tr. Pkt.	Oz.	1/4 lb.
Crimson —Purplish red	\$.20	\$.55	\$1.75
Flesh —Flesh pink20	.55	1.75
Lavender or Lilac20	.55	1.75
Rose Cardinal —Deep red20	.55	1.75
Rose —Soft rose20	.55	1.75
White20	.55	1.75

Gloeckner FLOWER SEEDS

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CALENDULA

August sowing will flower from December to February. Early October sowing to follow Chrysanthemums will bloom in February and March, while January sowing will bloom in April and May.

Tr. Pkt. $\frac{1}{4}$ oz. Oz. $\frac{1}{4}$ lb.

Ball's Gold — Long stemmed, deep golden yellow	\$.50	\$1.00	\$3.00	\$9.00
Ball Long Orange Improved — Bright orange with light eye. The extra large flowers and long stems make an outstanding variety50	1.00	3.00	9.00
Ball Orange — Glowing orange50	1.00	3.00	9.00
Lemon Queen — Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective.....	.50	1.00	3.00	9.00
Masterpiece — Long stemmed, clear orange flower with dark center50	1.00	3.00	9.00
Orange King — Dwarf bedding variety deep orange with dark eye35		1.00	3.00
Sensation or Campfire Improved — Brilliant orange scarlet sheen50	1.00	3.00	9.00
Supreme — Orange with dark brown center; unusually free flowering50	1.00	3.00	9.00

CALCEOLARIA

The soil used in germinating the seeds should be made up of two parts leaf mold, two parts well-rotted manure, two parts soil, and one part sand. Sterilize the soil and flat with steam to eradicate all disease.

Sow the seeds lightly over the surface and cover the flat with a suitable covering. Calceolaria will germinate better when the temperature is cool, therefore, well shaded locations are better. August sowing will make large plants for May, while November sowing will make good four-inch plants. Some growers have used the wick irrigation method to germinate the seed with very good results.

GILBERT'S STRAINS

This is an improvement over the original Multiflora Nana type. Compact habit of growth; good selection of colors in the mixture; excellent foliage.

AVAILABLE PACKETS ONLY

Tr. Pkt.

Multiflora Nana Red	\$1.50
Multiflora Nana Yellow	1.50
Multiflora Nana Mixed	1.50
Triumph Strain (Grandiflora) — Large flowered strain, the best in its class.....	1.00

REGULAR STRAIN

Tr. Pkt. 1/64 oz. 1/32 oz.

Multiflora Nana Mixed — Dwarf growth with large compact heads of medium sized flowers. This fine strain contains a good range of colors	\$1.25	\$5.00	\$9.00
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CALLIOPSIS DWARF

This annual is very free flowering and recommended for bedding. If continued flowering is wanted old flowers must be removed.

Tr. Pkt. Oz.

Golden Wave — Golden yellow with red zone	\$.20	\$.60
Dwarf Varieties Mixed20	.60

CARNATION (ENFANT DE NICE)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color or better than 90% double flowers.

White
Salmon
Rose
Red

Spectrum Red—
Intense scarlet
Yellow
Mixed

Tr. Pkt. $\frac{1}{8}$ oz.
Prices Above: \$.50 \$2.25

CENTAUREA

CYANUS (Bachelor Button)

Listed below are the finest improved Florist strains of Centaurea cyanus. The flowers are large, fully double and the colors intensified. The long stems of this strain make them excellent for cut flower purposes. May be used for greenhouse flowering in spring, or sown outdoors in fall for flowers in June and July.

Blue Boy—Excellent for forcing
Pinkie—Deep pink
Red Boy—Deep red

Snowman—Clear white

Tr. Pkt. Oz. $\frac{1}{4}$ lb. Lb.
Prices Above: \$.20 \$.50 \$1.65 \$5.50

IMPERIALIS (Sweet Sultan)

Brilliant Rose
Deep Lavender
Delicate Lilac

Suaveolens (Yellow Sweet Sultan) — Large bright yellow flowers, popular for cutting

Tr. Pkt. Oz.
Prices Above: \$.20 \$1.00

AMERICANA

Lilac — Thistle-like blooms of rosy-lavender color. Splendid for cutting..... \$.20 \$.75
White — White form of the above..... .20 .75

DUSTY MILLERS

(White-Leaved Types for Border Work)

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Candidissima — (Lamb's Ear) Sil- very grey foliage	\$.60	\$1.10	\$3.75
Gymnocarpa —(Fern Leaf) Fine sil- very foliage20		.90

CHRYSANTHEMUMS (ANNUAL)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results keep them in water 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

	Tr. Pkt.	Oz.
Merry Mixture —(Gay Tricolors).....	\$.40	\$2.25

CYCLAMEN

Gloeckner STRAIN

This strain is produced by one of the foremost Cyclamen specialists in Europe and is considered outstanding.

We feel that the new colors offered in this strain are vitally necessary if renewed interest is to be aroused in the production and use of Cyclamen.

An asterisk has been placed before the colors considered the best of the newer shades.

	Per 100	1000
*1. Bright Red	\$1.90	\$17.50
2. Light Pink	1.90	17.50
3. Rose of Marienthal—Pink with dark eye	1.90	17.50
4. Lilac	1.90	17.50
5. White with Dark Eye	1.90	17.50
*6. Pure White	1.90	17.50
7. Glory of Wandsbek or Perle of Zahlendorf—Dark salmon	2.40	20.00
8. Rose of Zahlendorf—Light salmon.....	2.40	20.00
9. Vermilion	2.50	22.00
10. Aurora—Salmon with ivory sheen.....	2.50	22.00
11. Rocco—Salmon shades fringed rim	2.50	22.00
12. Bonfire	2.50	22.00
*13. Golden Salmon	2.50	22.00
*14. Silver Salmon	2.50	22.00
*15. Salmon Pink with White Rim.....	2.50	22.00
*16. Harlequin—Pink with dark stripes.....	2.50	22.00
17. America	2.50	22.00
18. Victoria—Fringed red selvage dark eye	2.50	22.00
19. Saffron—Red with salmon sheen.....	2.50	22.00
*20. Exquisite—Salmon pink with white rim	2.50	22.00
*21. Apple Blossom	2.50	22.00
*22. Peach—Purest peach blossom color	2.50	22.00
*23. Cattleya—Pale lavender lilac blue.....	2.50	22.00
*24. Sunset—Beautiful strong orange.....	2.50	22.00
25. Dark Red	1.90	17.50
27. Bordeau—New red shade	2.50	22.00
28. Pink with Salmon Eye	2.50	22.00
29. Saffron with Silver Rim	2.50	22.00

DAUERNHEIM STRAIN

This strain is compact, free flowering and matures early. Tests have shown that it is more disease resistant and will do very well under conditions here in the States. The foliage is of medium size. The well-proportioned blooms are particularly large, the white and white with eye often measuring six inches across.

Dauernheim's have selected and improved this strain for a number of years and in their trials have found this strain to be superior.

	Per 100	1000
Dark Red	\$3.50	\$28.00
Pure White	3.50	28.00
Salmon	3.50	28.00
White with Eye	3.50	28.00



AMERICAN STRAIN

	Per 100	1000
Bonfire or America—Fiery salmon.....	\$2.30	\$21.00
Bright Red	1.75	16.00
Dark Blood Red	1.75	16.00
Glory of Wandsbeck or Perle of Zehlendorf—Dark salmon	2.25	20.00
Orange Beauty—Orange vermillion	2.30	21.00
Pink Pearl	2.30	21.00
Pure Rose	1.75	16.00
Pure White	1.75	16.00
Rose of Marienthal—Soft rose carmine eye	1.75	16.00
Rose of Zehlendorf—Light salmon.....	2.25	20.00
Salmon Rose Imp.	2.25	20.00
Salmon Scarlet	2.30	20.00
White with Carmine Eye	1.75	16.00

DAHLIAS

These are easy to raise from seed and are overlooked by many florists. Vast improvements have been made in these strains which come remarkably true to type and height. They are early flowering, blooming profusely the same year they are sown.

For small pot plant sales in the spring, the seed should be started during January or February. To produce four-inch pot plants for Mother's Day, sow the seed in November.

	Tr. Pkt.	Oz.
Unwin's Dwarf Ideal Bedding Mixed —		
Early flowering semi-double, 18 inches, in a wide range of colors.....	\$.50	\$ 2.75
Coltness Hybrids—Dwarf single type, very free flowering, height 2 feet, choice mixed colors50	1.50



DELPHINIUM PACIFIC STRAIN VETTERLE & REINELT

This is the finest strain of Delphinium yet introduced. From our personal observations in the field, we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 40 to 90% mildew resistant. July or August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphiniums require a well-drained soil, neutral in reaction. January sowing will produce flowers during the summer.

ASTOLAT SERIES

The color variations in this series extend from pale blush through lilac pink to deep raspberry rose. Large brown, fawn and black bees lend interesting contrast.

Tr. Pkt. \$2.00 $\frac{1}{8}$ oz. \$3.50 $\frac{1}{4}$ oz. \$6.50

BLACK KNIGHT

The individual florets, 2 to 3" in diameter, are **Dark Purple**, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

BLUE BIRD SERIES

This series can be recommended as being the **clearest medium blues with white bees**. They carry well formed round flowers $2\frac{1}{4}$ inches in diameter on very long, graceful spikes.

BLUEJAY SERIES

Color striking. **Clear medium to dark blue**. Very intense and alive with contrasting bee.

CAMELIARD SERIES

A **pure lavender self**, with **white bee**, individual flowers are very round and flat. Excellent growing habits.

GALAHAD SERIES

Flowers **Clear White**, averaging three inches in diameter, pyramidal spikes, good branching habit, strong whippy stems with a high percentage of mildew resistance.

GUINEVERE SERIES

Light Pink Lavender self with white bee. Individual florets $2\frac{1}{2}$ to 3 inches in diameter. For cut flowers and show purposes. Mildew resistance—50 to 70%.

KING ARTHUR

Brilliant Royal Violet with large **white bee**. Individual florets $2\frac{1}{2}$ inches in diameter. Excellent for cut flowers. Mildew resistance from 80 to 90%.

LANCELOT SERIES

Clear Lilac self with white bee.

PERCIVAL SERIES

A companion to the Galahad Series. Large **glistening white flowers** with strongly contrasting **black bee**.

ROUND TABLE SERIES

This represents **all the color combinations of the Knights and their Ladies** which will eventually be introduced. Some three hundred different crosses were used to make up this group.

SUMMER SKIES SERIES

Clearest Light Blue with white bee. Individual florets 2 to $2\frac{1}{2}$ inches in diameter. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

ALL COLORS MIXED

A blend containing all named colors mentioned above.

Prices for all of the above varieties except where noted:
Tr. Pkt. \$1.50 $\frac{1}{8}$ Oz. \$2.50 $\frac{1}{4}$ Oz. \$4.50 Oz. \$15.50

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore — Langdon Strains	\$.40	\$3.25
Cliveden Beauty (Improved Belladonna) — Selected strain. Turquoise blue	.40	3.25
Bellamosum — Dark blue. Belladonna habit of growth	.40	3.25
Gold Medal Hybrids — Large flowering. Tall	.30	1.75
Lamartine — Fairly deep bright marine blue. Excellent cut flower habit	.55	5.00
Wrexham Hybrids — Blending of light and dark shades	.55	6.00

CHINENSI TALL FLORIST STRAINS

	Tr. Pkt.	Oz.
Alba — Pure white	\$.25	\$1.50
Cambridge Blue — Azure blue	.40	2.75
Liberty — Dark blue	.25	1.50

Gloeckner FLOWER SEEDS

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DIANTHUS HEDDEWIGII LACINATUS

	Tr. Pkt.	Oz.
Gaiety—Single flowers in a wide range of gay and brilliant colors. The deeply cut petals give the flowers a lacy appearance.....	\$.35	\$2.50
Double Gaiety—Large fringed. Colors, white through pink, maroon and red. Good for garden display.....	.50	3.50
Sweet Wivelsfield (Single Mixed)—Brilliant colors. Free flowering.....	.25	1.00

DIDISCUS

	Tr. Pkt.	Oz.
Responds to Additional Light. Coerulea—(Blue Laceflower).....	\$.25	\$1.00

DIMORPHOTeca (African Daisy)

	Tr. Pkt.	Oz.
Aurantiaca—Golden orange. Splendid for cutting; well adapted for forcing.....	\$.25	\$1.25
Aurantiaca Hybrid Mixed.....	.25	1.25

DRACAENA

	Lb.	1/4 lb.	Tr. Pkt.	Oz.
Indivisa—Narrow green leaves. The popular kind for bedding or vases.....	\$5.50	\$1.65	\$.20	\$.55

EUPHORBIA

	Tr. Pkt.	Oz.
Variegata—(Snow on the Mountain).....	\$.15	\$.50

EXACUM

Tr. Pkt. 1/128 oz. 1/64 oz.

	Tr. Pkt.	Oz.
Affine—An attractive and easily grown pot plant. The violet-blue flowers are fragrant.....	\$1.25	\$3.00

FEVERFEW (Matricaria)

	1/4 oz.	Tr. Pkt.
Double White—Excellent for cut flowers.....	\$2.00	\$.50

FREESIA

The method of producing Freesias from seed is gaining popularity. Sown in frames the middle of May, bulbs can be lifted in September. Large long-stemmed flowers are obtained in January. Soak seed prior to planting. Cover with sash until plants are up, then gradually give air.

Best European Strains. Prices on request.

GAILLARDIA PICTA

	Tr. Pkt.	Oz.
Indian Chief—Single bronzy red.....	\$.20	\$1.00
Double Lorenziana—Finest mixed.....	.20	1.00
Single Mixed.....	.20	1.00

GERBERA (Transvaal Daisy)

Hybrids Mixed—A selected strain of fully duplexed flowers containing all colors but blue.

100 seeds \$.65 1000 seeds \$5.50 5000 seeds \$25.00

GOMPHRENA (Globe Amaranth)

An attractive everlasting garden flower with some value for cutting. Stands hot dry conditions.

	Tr. Pkt.	Oz.
Rubra—Bright deep shade of magenta purple.....	\$.15	\$1.00
Buddy—Dwarf strain for bedding, pots and combinations. Bright reddish-purple.....	.30	2.25

GREVILLEA (Silk Oak)

March sowing will make a good sized specimen by Fall. June sowing will make 2 1/4 inch pot plants ideal for use in panning poinsettias.

	Tr. Pkt.	Oz.
Robusta—A splendid foliage plant.....	\$.25	\$2.00

GYPSOPHILA (Baby's Breath)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Oz.	1/4 lb.	Lb.
Convent Garden Strain—Pure white.....	\$.30	\$.75	\$2.50
London Market Improved.....	.30	.75	2.50

GLOXINIA

From the time the seed is sown six months is required to mature this plant.

	Tr. Pkt.
Beacon Fire—Light and dark red mixed.....	\$1.25
Panzer Red—Velvety scarlet.....	2.00
Roi des Rouges—Red.....	1.25
Switzerland—Red with white border.....	1.25
Symphony in Rose—Deep rose with white border.....	1.25
Mixed—This mixture consists of the most desirable Florist strains of the flexible leaf type.....	1.25
Hamburger Blood Red.....	2.00



HELIANTHUS (Double Sunflower)

	Tr. Pkt.	Oz.
Sun Gold — Brilliant golden yellow, large double flowers, free flowering. 100% double; 4 to 5 feet tall. Fine for large basket work. Well worth a trial.....	\$.20	\$1.00

HELICHRYSUM MONSTROSUM

	Tr. Pkt.	Oz.
Mixed.....	\$.20	\$1.00

HUNNEMANIA (Mexican Tulip Poppy)

	Tr. Pkt.	Oz.
Sunlite—Semi double brilliant canary yellow.....	\$.25	\$1.75

IMPATIENS

Excellent bedding plant for shady locations that also makes good winter and spring pot plants.

	Tr. Pkt.	1/32 oz.	1/16 oz.	1/8 oz.
Sultani Dwarf Bright Carmine — Compact, free flowering.....	\$1.25	\$2.00	\$3.75	—
Sultani Dwarf Mixture — Bright mixture.....	1.25	2.00	3.75	—
Sultani Hybrids Mixed — Choice mixture.....	.50	—	1.10	2.00
Holstii Leignitzia—Vermilion.....	.50	—	1.10	2.00

IPOMEA (Morning Glory)

	Tr. Pkt.	Oz.	1/4 lb.
Clark's Mammoth Blue — (Heavenly Blue Improved)—plant in a dry sandy location and never apply fertilizer.....	\$.25	\$.75	\$2.25
Pearly Gates—Lovely lustrous white with creamy shading deep down in the throat.....	.35	1.65	—
Scarlet O'Hara — Rich dark wine red or deep rosy crimson.....	.25	1.25	—
Noctiflora—(Moonflower)—Flowers at night.....	.20	.60	1.35

Gloechner FLOWER SEEDS

LARKSPUR

Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each have a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15 to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or early November so that it will not germinate until early the following spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

SUPREME STRAIN

A new strain of the popular Giant Imperial or Base Branching Type of Larkspur. Plants have an upright habit with longer spikes and fuller flowers.

Dark Blue Supreme—Rich violet purple

Lilac Supreme—Clear lilac

Pink Supreme—Clear rose pink, deeper in color than Pink King and Los Angeles Improved

Rose Supreme—Clear, pure deep rose

Salmon Supreme—A true shade of real salmon

White Supreme

Supreme Mixture

PRICES ABOVE:

Tr. Pkt.	Oz.	Lb.
\$.30	\$1.25	\$13.00



REGAL STRAIN

Long spikes of well placed florets distinguishes this new strain from all others. It keeps the desirable height and basal branching habits of the Giant Imperials.

Dark Blue—Deep violet blue

Lilac—Clear lilac

Pink—Brilliant pink on salmon

Rose

Salmon Rose

White

Mixed

Tr. Pkt.	Oz.	Lb.
PRICES ABOVE: \$.30	\$1.25	\$13.00

LUPINUS (Annual)

GIANT KING

An improved strain 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. A January sowing will give good 3" pots for spring.

Tr. Pkt.	Oz.	1/4 lb.
\$.25	\$.85	\$2.75
.25	.85	2.75
.25	.85	2.75
.25	.85	2.75
.25	.85	2.75

KALANCHOE

For Christmas flowering, shade the plants with black cloth from September 1st to October 10th, from 5 P.M. to 8 A.M. each day and grow in a 60 degree house.

Tr. Pkt. 1/64 oz. 1/32 oz.

Tom Thumb — A dwarf strain of Blossfeldiana. Ideal for pot plants. For best results sow seeds in January..... \$2.50 \$5.00 \$9.00

Blossfeldiana65 1.75

GIANT IMPERIAL OR BASE BRANCHING

Blue Bell—Azure blue

Blue Spire—Very deep violet blue

Brilliant Rose (New)—Deep salmon rose suffused brilliant carmine

Carmine King—Deep carmine rose

Coral King—Coral pink white shaded

Dazzler—Rich scarlet

Exquisite Pink Improved—Soft pink shaded salmon

Gloria Improved—Deep salmon rose

Lilac King—Rich lilac, full double closely spaced florets

Lilac Spire

Los Angeles Improved—Brilliant pink on salmon

Miss California—Deep rose on salmon

Pink Perfection—Beautiful shade of lively light salmon pink

Pink King—Soft shade of salmon rose

Rosalind—Salmon pink

Sweet Lavender—Lavender color

White King—Glistening white, huge flowers

White Spire—Pure white, early

Mixed—Named colors

Tr. Pkt.	Oz.	Lb.
PRICES ABOVE: \$.30	\$1.25	\$13.00

SUPER MAJESTIC

Rose Pink—Rich bright rose pink

Deep Salmon Pink

Lavender—Medium rose lavender

Light Blue

White—Large flowered white

Mixed

Tr. Pkt.	Oz.	Lb.
PRICES ABOVE: \$.30	\$1.25	\$13.00

KOCHIA

(SUMMER CYPRESS OR MEXICAN FIRE BUSH)

Childsi—Improved strain \$.15 \$.30

Tr. Pkt. Oz.

LINARIA

Excellent for combination work. Resembles a miniature snapdragon. When sown in January will make good material for combination pots for Mothers' Day.

Fairy Bouquet — Pastel shades; compact growing \$.25 \$ 1.75

Tr. Pkt. Oz.

LOBELIA

Sow early to get best results. Likes a cool location away from direct sun.

Tr. Pkt.	Oz.
Blue Stone	Dwarf bright blue, compact habit \$.35 \$ 3.25
Crystal Palace Compacta	Dwarf, dark blue; dark foliage35 3.25
Mrs. Clibran Imp.	Dwarf blue, white eye35 3.25
Sapphire	Deep blue, white eye, trailing40 3.75
White Lady	Dwarf, sparkling white, excellent for bedding35 3.25

MARIGOLD

BEDDING VARIETIES

DWARF FRENCH DOUBLE

Color Magic—Mixture of red, gold striped and mottled combinations. Oz. \$3.00 Tr. Pkt. \$.35



	Tr. Pkt.	Oz.
Eldorado — Canary yellow tinted slightly deeper toward the center	\$.40	\$2.00
Giant Spry — New — Blooms twice size of Spry. See page 2	1.00	6.00
Lemon Ball —Double yellow flowers25	1.00
Orange Flame — Striking combination of colors. Flowers 1½ inches across. Has a single row of reddish maroon outer petals while the crest in the center is bright golden orange40	2.00
Primrose —Double sulphur yellow. Extra fine for borders40	2.00
Rusty Red —Large flower fully double	1.00	6.00
Scarlet Glow — Mahogany turning to orange scarlet35	1.75
Tangerine — New distinct bright tangerine-orange. Early bloomer. Excellent for cutting	1.00	6.00

DWARF FRENCH SINGLE

	Tr. Pkt.	Oz.
Brownie —New—2" mahogany-red flowers with golden-yellow centers	1.00	6.00
Fire Cross —(saffron-orange) with brown, red center25	.90
Flash — Flowers ranging from vivid red through bronze with a few yellow, to give harmonious contrast40	2.00
Naughty Marietta —Golden yellow single flowers with maroon blotch35	1.75
Red Head —Large flowers mahogany turning to bronze and gold35	1.75
Sunny —Clear yellow35	1.75
Spanish Flag Mixed —Blended mixture of only the dwarf single marigolds in red, yellow and bicolor40	2.00

TALL VARIETIES FOR CUTTING

GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	Oz.
Orange Sunset —Deep rich, lively orange	\$.35	\$1.75
Sunset Giants Early Mixed —New—Exciting blend of orange and yellow shades. Flowers 18 days before regular strains50	3.00

AFRICAN TALL DOUBLE

Of comparative recent development, these all double strains produce practically 100% true double flowers.

	1/4 lb.	Tr. Pkt.	Oz.
Fluffy Ruffles —Golden yellow		\$.75	\$5.50
Golden Emblem —A distinct shade of deep golden yellow30	1.75
Orange All Double —Rich orange	\$6.00	.30	7.75
Lemon All Double —Bright lemon yellow	6.00	.30	1.75
Lemon Queen —Bright lemon yellow	6.00	.30	1.75
Prince of Orange Improved	6.00	.30	1.75

CHRYSANTHEMUM FLOWERED

	Tr. Pkt.	Oz.
Glitters —Lemon yellow	\$.45	\$2.50
Happiness —(Dwarf) large flowers of a cheerful golden yellow color. Profuse bloomer45	2.50

MISSION GIANTS

	Tr. Pkt.	Oz.
Goldsmith —Golden orange45	2.50
Yellowstone —Clear golden yellow45	2.50

CARNATION FLOWERED

	1/4 lb.	Tr. Pkt.	Oz.
Guinea Gold — Reselected strain orange loosely finished flowers. 2½ feet	\$6.00	\$.30	\$1.80
Real Gold30	1.80
Yellow Supreme	6.00	.30	1.80

WINTER FLOWERING

	Tr. Pkt.	Oz.
Colorado Sunshine —This is a marigold selected as a cut flower variety. It is a luminous golden yellow with ruffled and wavy petals. Flowers 3 to 4 inches. Also recommended for outdoor culture. The stems are long and strong	\$.50	\$4.50

PANSIES

NON PLUS ULTRA MIXED

This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.

Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	Oz.
\$1.00	\$1.75	\$3.50	\$12.00

MIXTURES

Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. Oz.

Arcadia —Brilliant colors and pastel shades form a complete color range in this strain characterized by large flowers on sturdy, dwarf plants	\$1.00	\$3.00	\$5.00	\$15.00
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Butterfly Hybrids — Contains a large proportion of apricot, terra cotta and rosy, orchid shades in addition to regular colors	1.75	3.75	6.25	20.00
Gloeckner's Exhibition80	2.00	3.30	11.00
Jumbo	1.00	3.35	5.60	17.75
Maple Leaf Giants — Large flowering strain75	1.75	3.00	10.00
"400" Super Swiss Giants	1.00	2.70	4.50	14.25

Queen Alexandrine — (<i>Felix</i>) A novel strain with light centers and whisker-like markings. Flowers are large and come in a wide color range. Plants vigorous	1.25	3.00	5.50	16.00
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Swiss Giant Improved — A special blend for florists, superlative in form and range of dark, rich colors. Most of the blooms waved..	.75	1.50	2.75	9.00
Tall Winter Flowering — Tall growing winter cut flower variety	1.00			

SEPARATE COLORS

	Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	Oz.
Alpenglow — Velvet mahogany-red with dark blotch.....	.80	\$2.00	\$3.30	\$11.00
Berna —Dark violet blue80	2.00	3.30	11.00
Blue —(Ullswater)—Rich clear blue80	2.00	3.30	11.00
Coronation Gold — Pure golden yellow, flowers slightly ruffled at edges.....	.80	2.00	3.30	11.00
Luna —Sulphur yellow self80	2.00	3.30	11.00
Moon Moth —Pure white	1.75	5.50	9.50	30.00
Pay Dirt —Yellow	2.00	6.50	10.75	33.00
Pure White80	2.00	3.30	11.00
Rheingold — Yellow with blotch80	2.00	3.30	11.00



MIGNONETTE

Tr. Pkt. $\frac{1}{4}$ oz.

Giant New York Market —Selected florist strain	\$1.00	\$2.00
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MIMOSA

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Pudica —(Sensitive Plant)	\$.30	\$.50	\$1.50
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MYOSOTIS (Winter Flowering)

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Blue Bird	\$.40	\$.95	\$3.00
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NASTURTIUM
DOUBLE GLEAM

Oz. $\frac{1}{4}$ lb. Lb.

Glorious Gleam Hybrids Finest Mixed —Wide assortment colors, sweet scented	\$.30	\$.75	\$2.50
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DWARF DOUBLE

Oz. $\frac{1}{4}$ lb. Lb.

Golden Globe — Golden yellow, sweet scented	\$.30	\$1.00	\$3.00
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Gem Mixture — Dwarf compact gem-like plants, excellent color range, sweet scented30	1.00	3.00
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NEMESIA

NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots and combination work.

Tr. Pkt. $\frac{1}{4}$ oz.

Superbissima Mixed — Large flowered bright shades	\$.35	\$1.25
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STRUMOSA GRANDIFLORA

August sowing for cut flowers in December. October sowing for spring.

Tr. Pkt. $\frac{1}{4}$ oz.

Finest Mixed	\$.30	\$1.00
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Gloeckner FLOWER SEEDS

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NICOTIANA (Ornamental Tobacco)

AFFINIS

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
White	\$.20	.75
Crimson Bedder—Compact, deep crimson	.30	2.00

Sensation Mixed—Flowers remain open

during the day and are fragrant as other varieties. Compact, ideal for bedding.	1/4 oz.	\$1.00
	.40	3.25

SUAVEOLENS

(Miniature) — White; fragrant; 1 1/2 ft.	1/16 oz.	\$.85	.30
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NIEREMBERGIA (Dwarf Cup Flower)

Sow seed early to have plants in flower for Decoration Day. Excellent plant for edging and general bedding. Will flower profusely during entire summer.

Tr. Pkt. 1/32 oz. 1/16 oz.

Purple Robe—Deep violet purple.....	\$.50	\$1.75	\$3.25
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PEPPERS (Ornamental)

	Tr. Pkt.	1/4 oz.
Birds Eye—Popular birdseye or holly berry type	\$.50	\$1.25
Christmas Candle — Bears candle-like fruit50	1.25
Long Pointed — Fine selection, long pointed-type50	1.25
Robert Craig—(New dwarf)—Compact, spreading, heavy fruiting.	Oz. \$6.00	.75
		1.75

GRANDIFLORA COMPACTA FRINGED



DWARF GIANTS OF CALIFORNIA

PETUNIAS

GRANDIFLORA COMPACTA

SINGLE FRINGED (Dwarf)

•F1 HYBRIDS

Your customers will find the F1 HYBRID PETUNIAS listed below noteworthy for their clear strong colors and dwarf compact growth. Their vigor surpasses that found in line-bred varieties, and they remain attractive much longer in bed or pots than non-hybrids. Even as young plants their superiority is evident. They sell on sight. They bloom two weeks earlier.

	Tr. Pkt.	1/64 oz.	1/32 oz.		
•Ballerina—Soft glowing salmon.....	\$2.50	\$8.00	\$15.50		
•Bolero—Carmine rose pink	2.50	8.00	15.50		
Carmencita—Deep scarlet salmon	1.50	3.50	6.00		
Colorado Sunset—Light rose pink	1.50	3.50	6.00		
•Comanche—Very deep scarlet red	1.75	6.50	11.70		
Gaiety—Rose and white.....	.80	1.75	3.00		
Lace Veil—Pure white85	2.00	3.50		
•La Paloma—Pure white	2.50	8.00	15.50		
•Linda—Clear, light salmon-pink..	1.75	6.50	11.70		
•Pink Sensation — Clear pink, recent A.A.S. winner	1.75	6.50	11.70		
Rosita—Rose	1.50	3.50	6.00		
Setting Sun—Deep rose85	2.00	3.50		
•Tango—Deep scarlet salmon	2.50	8.00	15.50		

DWARF GIANTS OF CALIFORNIA

Ramona Strain—A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open, well-marked throats.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$1.00	\$2.00	\$3.50	\$6.50	\$12.00

Dwarf Continental Giants—A selected dwarf strain in an exceptionally fine mixture.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.50	\$2.75	\$5.00	\$9.00

OTHER POPULAR
PETUNIAS YOUR CUS-
TOMERS WILL BUY THIS
SPRING ARE FOUND ON
THE NEXT TWO PAGES.



Gloeckner FLOWER SEEDS

PETUNIAS

HYBRIDA NANA ERECTA (DWARF HYBRIDA CLASS)

	Tr.	Pkt.	1/4 oz.	Oz.
Admiral — Dwarf blue. Flowers ruffled at edge.	1/32 oz.	3.00	1/16 oz.	5.50
Blue Bedder—Mid blue40		\$1.35	\$4.25
Celestial Rose Improved — Deep rose, very compact60		2.25	6.50
Cream Star—Creamy white60		2.25	
English Violet — Violet shading to rose60		2.25	
Fire Chief — True scarlet. 1/16 oz. 1.65; 1/8 oz. 3.0050		5.00	
First Lady—Soft light pink. 1/16 oz. 1.40; 1/8 oz. 2.5060		4.25	
Glow—Dazzling carmine red. 1/8 oz. 2.0050		4.00	
Glowing Rose — A large and intense color. Similar to Celestial Rose in growth60		3.25	
Heavenly Blue Improved — Light blue50		1.75	5.50
Howard Star Improved — (Hybrida) — Velvety purple, pure white star40		1.35	4.25
Igloo—Dwarf white60		2.00	6.50
King Henry — Rich velvet red. Dwarf and large flowered. 1/32 oz. 1.45 1/16 oz. 2.75 1/8 oz. 5.2560		9.50	
Lipstick—(New) Bright cerise rose, shaded salmon with white throat50		5.00	
Norma—Blue with white star40		1.50	
Radiance—(Hybrida)—Cerise rose with underlying salmon color. Golden yellow throat40		1.50	
Rose Charm—(Hybrid Multiflora)— 1/64 oz. 6.50 1/32 oz. 11.70	1.75			
Rose of Heaven Improved — Very dwarf50		1.25	3.75
Rosy Morn Improved—Very dwarf50		1.25	3.75
Silver Medal—(Hybrid)—Salmon rose 1/64 oz. 6.50 1/32 oz. 11.70	1.75			
Snowball—Pure white, very compact40		1.75	5.00
Sunrise — (Special Strain) — Brilliant rose with scarlet flush75			
Topaz Queen—(Hybrida)—Extra dwarf. Scarlet rose50		1.75	6.00
Twinkles — Brilliant rose starred white40		1.75	6.00
Velvet Ball—Deep velvety blood red. 1/32 oz. 1.45 1/16 oz. 2.75 1/8 oz. 5.0075		9.50	
Violet Blue — Compact habit; rich violet blue50		1.50	4.75
Violacea—Deep velvety purple.....	.50		1.40	4.50
Choice Mixed35		.90	3.00

GRANDIFLORA SINGLE FRINGED THEODOSIA IMPROVED



GIANT OF CALIFORNIA ROMANO STRAIN



GRANDIFLORA SINGLE PLAIN EDGED WHITE CLOUD



GRANDIFLORA SINGLE FRINGED

	Tr.	Pkt.	1/64 oz.	1/32 oz.
Dainty Lady—Very pale yellow			\$.60	\$1.50 \$2.75
Fluffy Ruffles Mixed60	1.50 2.75
Miranda—Rose carmine, dark throats75	1.50 2.75
Pink Triumph—Bright rose pink75	1.50 2.75
Pride of Portland—Deep pink75	1.50 2.75
Romany Lass—Deep crimson, deeper throat75	1.50 2.75
Royal Purple—(Marine)75	1.50 2.75
Theodosia Improved—Largest fringed rose, gold throat75	1.50 2.75
White Beauty75	1.50 2.75



GRANDIFLORA SINGLE PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Blue Beauty—Distinct shade of violet blue	.75	\$1.50	\$2.75
Dazzler—Brilliant scarlet, compact	.75	1.50	2.75
Dwarf Elks Pride — Dwarf dark velvety purple	.85	2.00	3.50
Pink Glory Improved — Flame rose pink very compact	.85	2.00	3.50
Popcorn — Pure white. See novelty page for description	1.75	3.30	6.00
Royalty—Large ruffled flowers in a combination of Purple and White	.85	2.00	3.50
Snowstorm Improved — Glistening white, shaded yellow in throat	.85	2.00	3.50
White Cloud—Pure white, dwarf compact.	.85	2.00	3.50

PETUNIAS

NANA COMPACTA FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Innocence — (Fringed Snowstorm) Pure white flowers dwarf compact habit	\$1.00	\$2.50	\$3.75
Pink Innocence—Same type and habit as above, brilliant rose color	1.00	2.50	3.75
Little Giants Mixed—(Ruffled)—The blooms are extra large, well ruffled with good open throats and are more of the Dwarf Giants of California Type in both form and size	.75	1.50	2.75
Little Giants, Pink Shades—Same habit as above mixture but shades of pink only	1.00	1.75	2.75

ALL DOUBLE PAN AMERICAN

This is an exceptionally fine strain of all Double Petunias bred and grown in the United States. It is considered one of the leading strains and has large double flowers in the most popular colors.

Tr. Pkt. 1/64 oz. 1/32 oz.

	\$4.50	\$16.00	\$29.50
Allegro—Bright deep salmon, scarlet salmon on buds. Flowers dwarf, vigorous and free blooming			
Caprice—Brilliant rose pink, dwarf growing vigorous compact. A very popular color	4.50	16.00	29.50
Minuet—A lovely orchid lavender. Some flowers tipped white	4.50	16.00	29.50
Nocturne—Deep midnight purple, the deepest color in Petunias	4.50	16.00	29.50
Rhapsody—Wine purple	4.50	16.00	29.50
Sonata — Pure white, semi-dwarf with deeply fringed flowers	4.50	16.00	29.50
Glorious Mixture — A balanced complete mixture of all of the above varieties	4.00	14.45	28.00

ALL DOUBLE VICTORIOUS

Tr. Pkt. 1/64 oz. 1/32 oz.

	\$4.00	\$12.60	\$24.00
Attraction—Rich bright rose and contrasting white variegation. Pure white	4.00	12.60	24.00
Blue Brocade—Violet blue			
Fantasy — Velvety violet-blue and white 1/128 oz. \$8.50	4.50		
Gaiety—Light rose red. Variegated white markings	4.00	12.60	24.00
Mayflower—Delicate rose color with deeper veining	4.50		
Purple Glow—Deep glowing purple with velvety blue shade	4.50		
Pure White	4.00	12.60	24.00
Rosy Carmine — (World Beauty) — Bright rose	4.00	12.60	24.00
Victorious Mixed	4.00	12.60	24.00

Gloeckner's All Double Mixed—Consisting of the best of the all double petunias

4.00 14.45 28.00

CALIFORNIA RUFFLED GIANTS (Large Throated)

Tr. Pkt. 1/64 oz. 1/32 oz.

	\$1.00	\$1.75	\$3.00
Coppery Red—Coppery scarlet, dark throat			
German Empress — Lilac veined, purple throat	1.00	1.75	3.00
Glamour—Salmon rose, delicately veined brown in the creamy throat	.85	2.00	3.75
Prince of Wuertemburg — (Black Price) — Dark crimson, black throat	.75	1.50	2.50
Princess of Wuertemburg — Rose, deep garnet throat	.75	1.50	2.50
Supreme Strain—Rose and pink shades	1.00	1.75	3.00
Ruffled Monster Mixed	.75	1.50	2.50

BALCONY

Tr. Pkt. 1/4 oz. Oz.

	\$.50	\$2.00	\$6.75
Black Prince—Deep rich velvety crimson	.40	1.50	5.00
Blue—Rich indigo	.40	1.50	5.00
Crimson—Velvety	.40	1.50	5.00
Rose—Brilliant	.40	1.50	5.00
Balcony Rosy Morn—Pink with white throat	.40	1.50	5.00
White—Pure white	.40	1.50	5.00
Mixed Colors	.40	1.50	5.00

Gloeckner FLOWER SEEDS

PHLOX DRUMMONDI

Gloeckner SPECIAL STRAIN MIXED

This is an exceptionally dwarf strain of phlox especially adapted to pot culture for spring sales. The mixture of colors are well balanced and bright with fine individual flower heads.

This strain has been well tried in many localities as we have had it for a number of years in very limited quantities.

Tr. Pkt. \$1.00 $\frac{1}{4}$ oz. \$2.00 $\frac{1}{2}$ oz. \$3.50 Oz. \$6.00

NANA COMPACTA

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Apricot	\$.40	\$1.00	\$3.25
Chamois Rose—Deep rose	.40	1.00	3.25
Fireball—Fiery red	.40	1.00	3.25
Isabellina—Yellow	.40	1.00	3.25
Salmon Pink	.40	1.00	3.25
Snow Ball—Pure white	.40	1.00	3.25
Mixed	.40	1.00	3.25

CUSPIDATA (Star Phlox)

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Mixed — Good color range of toothed and frilled-edged flowers	.40	1.00	3.25

GIGANTEA

A strain of Phlox Drummondi with flowers measuring $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter. The habit is erect and uniform, growing from 9 to 12 inches tall.

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Art Shades Mixed	\$.40	\$1.00	\$3.50
Red Glory—Brilliant red with large creamy white eye	.40	1.00	3.50
Rosy Morn—Deep rose pink with white eye	.40	1.00	3.50
Salmon Glory—Deep salmon with cream eye	.40	1.00	3.50

POPPY NUDICAULE

	Tr. Pkt.	Oz.
Emperor — Extremely large flowered orange	\$.40	\$3.50
Empress—Very large flowering delightful salmon, rose shades	.40	3.50
Gartford Giants Mixed — Pastel colors, picotee markings	.35	4.00
Sanford's Giants—Finest mixed, vigorous growers, long stems, fine colors	.30	2.25
Yellow Emperor—Excellent yellow	.35	4.00

PORTULACA

	Tr. Pkt.	Oz.
Jewel—(Single)—Deep carmine	\$.50	\$3.00
Double — Large flowering mixed. Extra fine quality	.50	4.00
Single—Large flowering mixed	.25	2.75



PHLOX

RICINUS

(CASTOR BEANS)

	Oz.	$\frac{1}{4}$ lb.	Lb.
Zanzibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10' high.....	\$.20	\$.60	\$2.00

SCABIOSA

LARGE FLOWERED TALL DOUBLE (Old Maid's Pincushion)

	Tr. Pkt.	Oz.
Ageratum Blue—Mid blue	\$.20	\$.90
Azure Fairy—Azure blue	.20	.90
Blue Cockade—Deep blue	.20	.90
Cattleya—Rich rosy lilac, orchid tone	.20	.90
Cherry Red or Crimson	.20	.90
Fire King—Fiery scarlet	.20	.90
King of the Blacks—Reddish black	.20	.90
Loveliness—Salmon rose shades	.20	.90
Peach Blossom	.20	.90
Rosette	.20	.90
Shasta—Pure white, very large	.20	.90
Special Mixture	.20	.90

IMPERIAL GIANTS

	Tr. Pkt.	Oz.
Blue Moon — Flowers composed entirely of broad, heavy, wavy petals. Rich deep lavender blue	\$.25	\$1.00
Coral Moon — Deep and light shades of Salmon Rose	.40	2.50
Imperial Hybrids — Large flowers with strong stems. Mixed salmon and rose shades	.25	1.00
Lavender Moon — Silvery lavender, long-stemmed	.40	2.50

PRIMULA

Seed of Primula malacoides sown in June will make good flowering plants for January. September-sown seed will produce good plants for early spring; while later sowings can be grown into small plants for combinations. Little or no fertilizer is recommended during the early growth stages.

MALACOIDES

	Tr. Pkt.
Springtime —An attractive Salmon-pink, that does not fade with age. Flower stems are strong and support a profusion of good-sized blooms. Unlike many varieties of Malcoides, the foliage has good texture and is fairly resistant to rot.....	\$2.00
Flamingo —(New) clear pink flowers, strong, compact plants	2.50

ERIKSSON'S MALACOIDES

	Tr. Pkt. 1/64 oz.	Oz.
Glory of Riverside Imp. —True rose pink. Strong grower	\$1.00	\$2.75
White Giant — An exceptionally strong grower and well adapted for combinations	1.00	2.75
Mrs. Eriksson of Riverside — A glowing rose-red. A very strong grower	1.00	2.75
Pure White Imp. — Flowers are smaller than White Giant but more abundant..	1.00	2.75
Lavender —This variety contains the most beautiful shades of lavender	1.00	2.75
Red —An outstanding glowing red. Large flowered and heavy producer	1.00	2.75

SALPIGLOSSIS

EMPEROR OF SUPERBISSIMA

	Tr. Pkt.	Oz.
Finest Mixed	\$.25	\$1.00

SANVITALIA PROCUMBENS

Very dwarf yellow flowered edging plant sometimes called Creeping Miniature Zinnia	\$.30	\$2.00
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SAPONARIA VACCARIA

January 15th sowing in shallow flats will flower for Mother's Day

	Tr. Pkt.	Oz.
Rosea (Gloeckner Strain) —Used in same manner as "Baby's Breath"; feathery pink flowers	\$.25	\$1.00

GIANT MALACOIDES

	Tr. Pkt.	\$1.50	1.00	1.00
Enchantress —Soft salmon				
Snowflake —Pure white				
Mixed				

OBCONICA

	Tr. Pkt.	1/64 oz.	1/32 oz.	\$5.00
Fasbender Red		\$1.50	\$2.75	\$5.00
Mohnstein Red		1.50	2.75	5.00
Mueller Rose		1.50	2.75	5.00
White — (Snowstorm)		1.50	2.75	5.00
Blue		1.50	2.75	5.00

FLAMINGO



SPRINGTIME

SALVIA

**SPLENDENS (Scarlet Sage)****EARLY BLOOMING**

(Mid-July until frost)

	Tr. Pkt.	1/4 oz.	Oz.
Blaze of Fire—16 inches	\$.85	\$2.25	\$7.25
Fireworks — New — 10-14 inches			
—See photo above. Improves St. John's Fire in its earliness of bloom and dwarf compact growth	1.00	3.00	10.00
Harbinger—16 inch bright scarlet	.65	1.50	5.25
St. John's Fire—12 inch blooms as young plant	1.00	2.75	9.00
Toreador—Dwarf, improvement of St. John's Fire	1.00	2.75	9.00

MID BLOOMING

(Early August until frost)

	Tr. Pkt.	1/4 oz.	Oz.
Firebrand—18 inches	\$.85	\$2.25	\$7.25

LATE BLOOMING

(Late August until frost)

	Tr. Pkt.	1/4 oz.	Oz.
America—(Globe of Fire) 20 in.	\$.65	\$2.00	\$6.00
Bonfire—(Clara Bedman) 26 in.....	.60	1.50	5.25
Brightness—30 in. more compact than Splendens50	1.15	4.00
Splendens—Original late-flowering variety, 30 inches45	1.40	4.50
Zurich—25 inches65	1.50	5.25

FARINACEA (Blue Sage)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Bedder — Medium lavender-blue 3 ft.50	1.25	4.00
Royal Blue — More intense blue than above75	1.50	5.00

STOCKS

NON-BRANCHING**EXCELSIOR COLUMN STOCKS**

Apricot — Large flowered creamy buff
Dark Blue
Deep Apricot

Gardenia — Shimmering glistening white
Malmaison Pink — Blush pink

PRICES ABOVE: Tr. Pkt. $\frac{1}{4}$ oz. Oz.
\$1.25 \$2.75 \$10.00

Pacific Pink (New)—A true pure pink Stock, extremely good under artificial light. Cream base with a touch of salmon. Does not have bluish cast of other pink and rose-pink Stocks.

Tr. Pkt. \$1.50 $\frac{1}{8}$ oz. \$2.50 $\frac{1}{4}$ oz. \$4.50 Oz. \$15.00

Rose Pink — Clear rose pink
Royal Purple
Ruby—Rich crimson red
Silvery Lilac—Lavender

White
Yellow Wonder — Rich creamy yellow with full double florets well arranged on long spikes

PRICES ABOVE: Tr. Pkt. $\frac{1}{4}$ oz. Oz.
\$1.25 \$2.75 \$10.00

BRANCHING STOCKS**BISMARCK (Early Giant Imperial)**

This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

Buttercup—Rich yellow
Chamois—Ivory, tinted old rose
Dark Blue or Purple
Elk's Pride — Rich deep purple
Fiery Blood Red
Flesh—Bright flesh
Golden Rose—Light golden rose
Lavender—Silvery lilac White

PRICES ABOVE: Tr. Pkt. $\frac{1}{4}$ oz. Oz.
\$.40 \$1.25 \$4.00

Gloeckner FLOWER SEEDS

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BRANCHING STOCKS (Continued)

GIANTS OF CALIFORNIA

The Giants of California can also be grown similarly to the non-branching type. When grown this way, the side shoots should be removed. For the retail grower the branching types are gaining popularity. These should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Pacific—Blue	Santa Maria—White
Red Woods—Blood red	Tahoe—Lavender
Santa Barbara—Chamois	Yosemite—Rose pink
Prices Above: \$.40	\$1.40 \$4.50

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

DWARF TEN-WEEK

Large Flowering for Pot Plants and Bedding

Blood Red	Lavender
Canary Yellow	Purple
Carmine Pink	White
Deep Rose	Mixed—All colors

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Prices Above: \$.35 \$.75 \$2.75

TRYSONIC GIANT IMPERIAL

Years of research went into producing Trysonic Stock that produces 85 per cent or more double-flowered plants when sown from seed. In addition to this excellent trait, when the seedlings reach the four-leaf stage you can pick out the small, weak ones that will develop into singles and thus insure yourself close to 100 per cent double-flowering plants.

FIERY RED
BRIGHT ROSE

CHAMOIS—Buff-pink

LILAC LAVENDER

NAVY BLUE

CANARY YELLOW

WHITE

CHOICE BLEND

Prices Above:

Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. Oz.
\$1.75 \$2.75 \$5.00 \$18.00



Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid, the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. This non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem. The branching types should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling, the largest and most vigorous plants should be selected.

SOWING DATES OF COLUMN OR NON-BRANCHING STOCKS FOR THE VARIOUS BLOOMING DATES

Time of sowing	Flowering
August 1.....	January
September 1.....	February
October 1.....	March
November 1.....	April
December 1.....	May
January 1.....	Mother's Day
February 1.....	June
February 15.....	June 15

SWEET PEAS

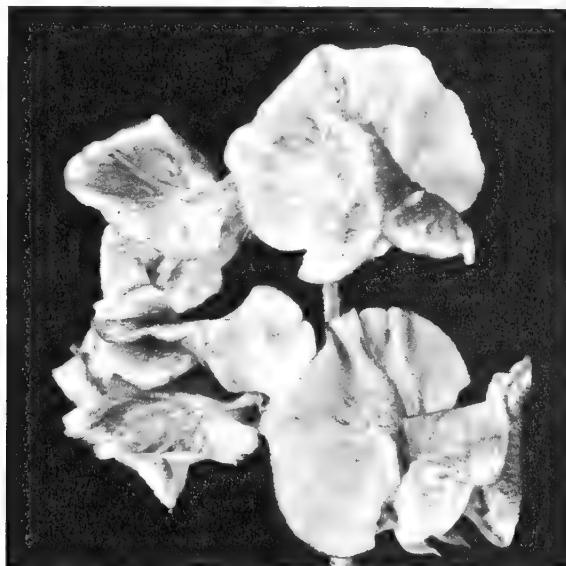
SPRING FLOWERING

CUTHBERTSON STRAIN

This new class of Sweet Peas has taken the place of the Spring Flowering types previously offered. Indoors, seed should be sown November 1st, and such planting will start to bloom in April. **The Cuthbertson Class is recommended for sowing after November 1, and not earlier because it needs the stronger spring sun to bloom.**

They are exceptionally successful outdoors. In the North, they flower two weeks later than the Early Flowering, and two to three weeks earlier than the Summer Flowering.

	$\frac{1}{2}$ oz.	1 oz.	$\frac{1}{4}$ lb.
Billy—Bright cerise rose on salmon	\$.35	\$.55	\$ 1.65
Carol—Strong growing clear pink	.35	.55	1.65
Coline—Vigorous sunproof scarlet	.35	.55	1.65
Danny—Navy blue	.35	.55	1.65
Doris—Deep cherry rose	.35	.55	1.65
Evelyn—Salmon cream pink	.35	.55	1.65
Frank G.—Strong growing lavender	.35	.55	1.65
Hazel—Light blue	.35	.55	1.65
Janet—A pure black seeded white	.35	.55	1.65
Jessie — Wavy flowers of clear satin mauve	.35	.55	1.65
Lois — Rose pink on white background	.35	.55	1.65
Tommy—Clear medium blue	.35	.55	1.65
Mixed35	.55	1.65



SUMMER FLOWERING

WHITE

	Oz.	$\frac{1}{4}$ lb.	Lb.
*Gigantic—White-black seeded	\$.40	\$ 1.25	\$ 4.00
Snow White40	1.25	4.00

PINK

*Pinkie—Large rose pink	\$.40	\$ 1.25	\$ 4.00
*Crony—Shrimp pink40	1.25	4.00
Floradale—Rich salmon pink on cream ground40	1.25	4.00
Pink Frills—Rich cream pink40	1.25	4.00

LAVENDER

King Lavender—Clear lavender..	\$.40	\$ 1.25	\$ 4.00
*Highlander—Pure lavender40	1.25	4.00
Powerscourt—Large lavender40	1.25	4.00

BLUE

Reflection—Clear mid blue	\$.40	\$ 1.25	\$ 4.00
Flagship—Deep navy blue40	1.25	4.00

RED

*Welcome—Dazzling scarlet	\$.40	\$ 1.25	\$ 4.00
Rubicund—Crimson scarlet40	1.25	4.00

ORANGE

*Orange Flare	\$.40	\$ 1.25	\$ 4.00
Tangerine Improved — Fiery orange40	1.25	4.00

*—Six Best

UNWIN STRIPES (BUTTERFLY HYBRIDS)

A late Spencer type for outdoor growing, this new and novel variety produces a mixture of maroon, carmine, red, lavender and apricot stripes and variegation on a cream base. Unwin Stripes is also outstanding for excellent vigor and produces four large florets on strong stems.

PRICES: \$1.50	$\frac{1}{4}$ lb. \$4.00	Lb. \$9.00
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SWEET PEAS

EARLY WINTER FLOWERING

PINK

	Oz.	1/4 lb.	Lb.
Annie Laurie—Pure rose pink	\$.55	\$1.65	\$6.00
Ball Rose Improved—Cerise pink..	.55	1.65	6.00
Jeanne Mamitsch—Cerise pink55	1.65	6.00
Josie — Brilliant rose pink, long stems55	1.65	6.00
Laddie Improved—Long stemmed giant rose, pink55	1.65	6.00
Majestic Rose—Deep brilliant rose pink55	1.65	6.00
Rose Queen Improved—Rose pink55	1.65	6.00
Shirley Temple — Delightful soft rose pink55	1.65	6.00

BLUE

	Oz.	1/4 lb.	Lb.
Blue Bonnet—Best clear blue	\$.55	\$1.65	\$6.00
Mrs. Herbert Hoover — Clear blue55	1.65	6.00
Princess Blue — Rich belladonna blue55	1.65	6.00

ORANGE

	Oz.	1/4 lb.	Lb.
Ball Orange Improved—Clear deep orange	\$.55	\$1.65	\$6.00
Sequoia — Golden salmon cerise, large flowers55	1.65	6.00
Treasure Island—Sparkling shades of golden orange55	1.65	6.00
Valencia—Sunproof orange55	1.65	6.00

LAVENDER

	Oz.	1/4 lb.	Lb.
Fragrance—Clear lavender	\$.55	\$1.65	\$6.00
Harmony—Clear lavender55	1.65	6.00
Lavanda—Clear lavender55	1.65	6.00
Memory—Clear rosy lavender55	1.65	6.00
Triumph — Lilac mauve, long stemmed55	1.65	6.00
Twilight — Lavender, with larger flowers than Harmony, which is nearest this color; vigorous grower55	1.65	6.00

RED

	Oz.	1/4 lb.	Lb.
Bright Light—Flaming scarlet	\$.55	\$1.65	\$6.00
Fiesta — Red55	1.65	6.00
Grenadier—Dazzling scarlet55	1.65	6.00
Mars—Rich deep crimson55	1.65	6.00
Pride—Pure deep even cerise55	1.65	6.00
Signal Red—A real sunproof scarlet of great brilliance55	1.65	6.00

WHITE

	Oz.	1/4 lb.	Lb.
Hope—(Black Seeded) Pure white	\$.55	\$1.65	\$6.00
Snowstorm—White55	1.65	6.00
White Harmony — (Black Seeded)	.55	1.65	6.00

ZVOLANEK'S MULTIFLOWERED CLASS

A new, free-flowering class of Sweet Pea which produces many stems with five and six flowers. Stems are exceptionally long as well, making this a profitable market variety.

Lavender — Giant size blooms on exceedingly long stems.

Orange Cerise — Characterized by its vivid color and large flowers.

Rose — Vigorous grower with large, medium-rose flowers.

Salmon Pink — Rose-pink flowers with tinge of salmon. Four and five flowers to the stems which are long but not so strong as the other varieties in the class.

•Whirlwind — Considered the best of the group. Five or six flowers of a light rose are borne on strong 14-inch stems. Vigorous grower.

White — Pure white flowers, many fives, are carried on strong stems. Good for wedding work.

Prices Above:

1/2 oz.	Oz.	4 oz.	Lb.
\$1.75	\$3.00	\$10.00	\$35.00

SOWING AND FLOWERING DATES FOR EARLY WINTER FLOWERING SWEET PEAS

Date to sow seed

*July.....	October—January
August.....	December—February
September.....	February—April
November.....	March—May
December.....	April—June

*Only recommended in Northern States

SEE PAGE 36 FOR
LISTING OF VARIOUS
GREENHOUSE SUPPLIES
AND FERTILIZERS

Gloeckner FLOWER SEEDS

SCHIZANTHUS

Late summer sowing planted after early Chrysanthemums should flower in March. If additional light is used from October 25, blooming will start in January.

Dr. Badger's Hybrids—A brightly colored large-flowered strain of medium height.

Suitable either for pots or cutting \$.50 \$1.25

Brilliant Blend—Dark, bright colors, suitable for cutting. If properly pinched will make a good plant50 1.25

Excelsior Compactus Mixed—Very dwarf (10" approx.) for pots65 2.00



SCHIZANTHUS DR. BADGER'S HYBRIDS

STATICE SUWOROW

RUSSIAN OR RAT TAIL STATICE

	Tr. Pkt.	Oz.
	\$.25	\$1.50

STATICE SINUATA

	Tr. Pkt.	Oz.	Lb.
Heavenly Blue —Bright clear sky-blue	\$.50	\$1.00	\$10.00
Kempf's Tall Improved —Deepest blue	.20	.50	6.75
Lavender	.20	.50	6.75
Market Rose — (New)	.20	.50	6.75
Rosea Superba	.20	.50	6.75
Snow White —Greatly improved white	.20	.50	6.75
Yellow — (Bonduelli)	.20	.50	6.75
Choice Mixed	.20	.50	6.75

SHAMROCK

	Tr. Pkt.	1/4 oz.	Oz.
True Irish	\$.20	\$.35	\$1.20

STREPTOCARPUS

	Tr. Pkt.	1/64 oz.
Wiesmoor Hybrids — Flowers fringed and crested 4-5 inches across. Adaptable for pots. Sow October to March for year-around pots or cutting	\$1.25	\$2.75

THUNBERGIA—BLACK EYE SUSAN

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.10

TITHONIA—MEXICAN SUN FLOWER

(EARLY FLOWERING STRAIN)	Tr. Pkt.	1/4 oz.	Oz.
Avalon — Early flowering with large blooms of reddish orange produced on long stems	\$.30	\$.55	\$1.80
Torch — Orange red flowers. Plants grow waist high and flower from August until frost	1/8 oz.	\$.90	.40 1.50 4.50

TORENIA

	Tr. Pkt.	1/8 oz.	1/4 oz.
Fournieri — Rich combination of deep blue with violet splotches on lip. Good for Combinations, Pot Plants and Bedding	\$.50	\$1.25	\$2.25

VINCA

An excellent Bedding Plant. Sow seed in August or September.

	Tr. Pkt.	1/4 oz.	Oz.
Alba Pura —Pure white	\$.30	\$.60	\$2.00
Kermesina —Crimson	.30	.60	2.00
White with eye	.30	.60	2.00
Rosa —Pink	.30	.60	2.00



SALPIGLOSSIS SUPERBISSIMA

For prices see page 21.

FOR FOLIAGE
AND DISH GARDEN PLANTS
SEE YOUR
GLOECKNER REPRESENTATIVE.

VERBENA

Gloeckner

SPECIAL STRAIN MIXED

A fine mixture of dwarf Verbena for spring bedding plant sales. The plants are very dwarf in habit and have a splendid range of colors containing many of the eyed types through the mixture.

This is an excellent dwarf Verbena especially adapted to growing in 2 1/4" and 3" pots.

This is the first time we have been able to offer this seed in quantity.

Tr. Pkt. \$1.00 1/4 oz. \$2.00 1/2 oz. \$3.50 Oz. \$6.00

DWARF COMPACTA

(An Extra Dwarf Type)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Sentinel	\$.50	\$1.10	\$3.25

Crystal — Pure white flowers produced in abundance.....	.75	2.00	6.00
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Fireball50	1.10	3.25
Pixie—Bright red with eye.....	.50	1.10	3.25

Sparkle — Bright scarlet red with large white eye.....	.75	2.00	6.00
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White50	1.10	3.25
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BUSH-TYPE VERBENAS (New)

These new "Bush-Type" Verbenas are becoming very popular for their uniform, vigorous and upright growth. Eight to ten inches high, the plants are topped with a dense mass of flower heads.

	Tr. Pkt.	1/4 oz.	Oz.
Firelight—Vivid solid red	\$.55	\$1.30	\$4.00
Roselight—Bright rose, white eye..	.55	1.30	4.00
Salmon Queen—Salmon-pink55	1.30	4.00
Snow White55	1.30	4.00
Starlight—Blue, cream eye55	1.30	4.00
Bush Type Blend—Brilliant mixture of above55	1.30	4.00

HYBRIDA MAMMOTH

	Tr. Pkt.	Oz.
Dannebrog — Intense scarlet with large white eye. Very compact which makes it useful for bedding. The rich sparkling color of this showy verbena comes true to type	\$.40	\$2.85
Ellen Willmott40	2.85
Golden Queen—Best yellow40	2.85
Mary Flower—Pink40	2.85
Purple Mantle40	2.85
White40	2.85



HYBRIDA GRANDIFLORA GIGANTEA

A popular bedding plant due to its free flowering qualities. Seed must be sown early to get good plants for Spring.

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids — Rose pink to rose red shades.....	\$.40	\$.80	\$2.85
Brightness — Bright cerise scarlet; white eye40	.80	2.85
Cerise Queen—Salmon cerise40	.80	2.85
Crimson Glow—Glowing crimson..	.40	.80	2.85
Giant Salmon Pink — Salmon pink with white eye40	.80	2.85
Lavender Glory — Large flowered lavender with light eye.....	.40	.80	2.85
Luminosa — Fiery pink shading to salmon40	.80	2.85
Royale—Blue with creamy yellow eye40	.80	2.85
Spectrum Red—Intense bright red40	.80	2.85
White — Pure white40	.80	2.85
Mixed40	.80	2.85

VENOSA

	Tr. Pkt.	Oz.
Lilacina—Delicate lavender blue	\$.50	\$1.75

**GIANT
CACTUS****FLORADEL
SCARLET**

ZINNIAS

GIANT CACTUS FLOWERED

	Tr. Pkt.	1/4 oz.	Oz.
Blaze Mandarin-red. See page 2	\$.75	\$2.25	\$6.50
Burpee Hybrids — Varied mixture of brilliant colors and blends50	1.00	3.00
Eskimo — Flowers open creamy white changing to pure white as they mature. Needle petals not twisted50	1.00	3.00
Floradale Scarlet — Vibrant red with twisted flat petals.....	.40	.50	1.50
Riverside Beauty—Luminous pink with curled and twisted petals.....	.50	1.00	3.00
Sunny Boy — Rich buttercup yellow, flat reflexed petals.....	.50	1.00	3.00

DAHLIA FLOWERED

BODGER'S GOLD MEDAL STRAIN

The center petals of this popular class incurve giving the blooms a deep, full appearance.

Canary Bird	Rich canary yellow
Crimson Monarch	Deep crimson, flowers very large
Dream	Deep lavender
Eldorado	Salmon apricot
Exquisite	Light rose, deep rose center
Golden Dawn	Golden yellow
Golden State	Golden orange
Illumination	Deep rose self
Luminosa	Bright deep pink
Oriole	Orange and gold bicolor turning deep orange
Polar Bear	Large pure white
Purple Prince	
Scarlet Flame	Bright scarlet
Will Rogers	Brilliant scarlet red
Finest Mixed	

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.30	\$.50	\$.85	\$1.35	\$4.00	\$14.50

FANTASY

Melody	Orchid lavender
Orange Lady	Rich shade of deep bright orange
Rosalie	Bright intense rose
Star Dust	Golden yellow
White Light	White

Wildfire—Rich dazzling scarlet

Finest Mixed—A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting.

Prices Above:

Tr. Pkt.	1/4 oz.	Oz.
\$.30	\$.45	\$1.25

Peppermint Stick — Contains a wide color range of Pumila-type flowers, 60% of which are beautifully striped. An improvement over previous striped strains.

Tr. Pkt. \$.35 1/4 oz. \$.75 Oz. \$2.25



Gloeckner FLOWER SEEDS

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GIANT CALIFORNIA OR MAMMOTH FLOWERED

This type has rapidly gained in popularity. The plants, which are three to four feet in height, are taller than the Dahlia Flowered class and have long stems which adapt them for use as a cut flower. The large flat flowers with imbricated petals give a graceful effect. Their colors are brilliant and clear.

Brightness—Bright pink
Cherry (Cerise) Queen—Brilliant cherry rose
Crimson Queen—Rich crimson
Daffodil Improved—Canary yellow
Enchantress—Light rose, deep rose center
Golden Queen—Golden yellow
Grenadier—Bright, dark red
Isabellina—Creamy buttercup
Lavender Queen—Deep rosy lavender
Miss Willmott—Soft pink
Orange King—Cadmium or orange scarlet
Orange Queen—Golden orange
Purity—White, best white in Zinnias
Rose Queen—Striking bright rose
Salmon Queen—Salmon rose
Scarlet Queen—Glowing deep scarlet
Violet Queen—Deep purple
Finest Mixed—From named varieties

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.45	\$.75	\$1.25	\$3.75	\$13.50

GAILLARDIA FLOWERED

(Navajo)

Tr. Pkt.	Oz.
Finest Mixed — Bi-colors; mellow tones; fine for cutting	\$.35 \$1.50

GRACILLIMA

(Red Riding Hood)

Tr. Pkt.	Oz.
Deep Scarlet — Miniature red flowers, 1 ft. - 2 ft. free flowering.....	\$.25 \$1.50

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

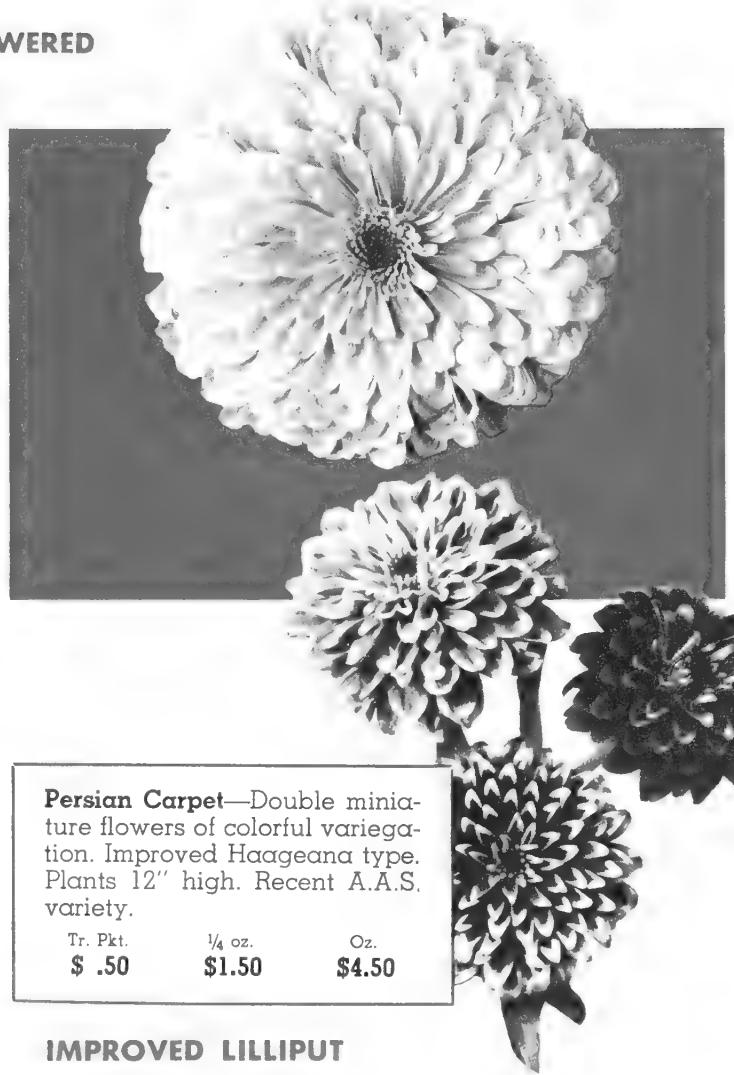
Tr. Pkt.	1/4 oz.	Oz.
Pastel Tints — Contains a wide range of pastel shades.....	\$.25 \$.50	\$1.50

ELEGANS PUMILA DOUBLE

Canary Yellow
Crimson
Golden Orange
Pinkie—Rose pink
Salmon Rose
Spun Gold—Butter yellow

Sunshine Tints—Rich pastel shades
Tangerine—Orange with red tinge
White
Choice Mixed

Tr. Pkt.	Oz.	1/4 lb.
Prices Above: \$.20	\$1.00	\$3.00



Persian Carpet—Double miniature flowers of colorful variegation. Improved Haageana type. Plants 12" high. Recent A.A.S. variety.

Tr. Pkt.	1/4 oz.	Oz.
\$.50	\$1.50	\$4.50

IMPROVED LILLIPUT

(Pompon or Baby Zinnias, Special Florists' Strains)

The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact and symmetrical, on strong stemmed 1½ ft. plants.

Canary Gem	Purple Gem
Crimson	Rosebud
Dainty Gem	Salmon Gem
Golden Gem	Scarlet Gem
Lilac Gem	White Gem
Pink Gem	Pastel Mixture

Finest Mixed

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.70	\$1.25	\$3.75	\$12.00

LILLIPUT TOM THUMB

Tr. Pkt. Oz.

Mixture—Plants 4"-6", compact with well formed flowers of the Lilliput type. In red, orange, yellow, pink, rose and pastel shades

\$.35 \$1.50

HAAGEANA DOUBLE

(Mexican Hybrids)

Tr. Pkt.	Oz.
Finest Mixed	\$.30 \$2.00

PERENNIALS

ACHILLEA

Ptarmica, the Pearl — Double pure white borne in dense heads..... $\frac{1}{4}$ oz. \$1.25 \$.30

Tr. Pkt.

AGROSTEMMA

Coronaria Atrosanguinea — Deep blood red \$.20 \$.60

Tr. Pkt. Oz.

ALYSSUM

Saxatile Compactum — Dwarf shrubby habit with dense heads of golden-yellow flowers. Blooms from early spring through June and grows 4 to 12 inches high \$.20 \$1.00

Tr. Pkt. Oz.

ANCHUSA

Italica Dropmore — Flowers resemble clusters of giant Forget-me-nots and are turquoise blue. Plants attain a height of 3 to 5 feet and bloom during June and July \$.25 \$.60

Tr. Pkt. Oz.

Myosotidiflora — Produces large sprays of tiny blue Forget-me-not flowers above large heart-shaped leaves..... $\frac{1}{4}$ oz. \$2.50 .60

ANTHEMIS

Kelwayi — One of the best of the hardy Marguerites, produces yellow daisy-like flowers over a long season \$.20 \$.70

Tr. Pkt. Oz.

Tinctoria, Perry's Variety — An improved form, of deep golden yellow30 1.60

ARMERIA

Formosa Hybrida — Various shades of rose pink $\frac{1}{4}$ oz. \$1.40 \$.40

Tr. Pkt.

ARABIS

Alpina White — Attains a height of 6". The plant flowers very early and is of a spreading nature. The white flowers which appear from early spring to May are so numerous that no foliage is visible \$.30 \$2.00

Tr. Pkt. Oz.

ASTER

Alpinus Mixed — Plants attain a height of about 9" suitable for rockery, or front of borders, where they make a nice display during May and June ... $\frac{1}{4}$ oz. \$1.95 \$.60

Tr. Pkt.

ASCLEPIAS

Tuberosa — Very showy and popular native plant during July and August bearing flowers of brilliant orange scarlet..... \$.35 \$3.00

Tr. Pkt. Oz.

AQUILEGIA

Tr. Pkt. Oz.

Coerulea — Rocky Mountain Blue Columbine. Clear blue with a white corolla..... \$.40 \$3.30

Crimson Star Hybrids — Bicolor dark red with white $\frac{1}{4}$ oz. \$3.00 .60

Long Spurred Blue Shades $\frac{1}{8}$ oz. \$1.10 .60

Long Spurred Orange and Scarlet Shades60 4.40

Mrs. Scott Elliott's Hybrids — The most popular Columbine50 4.00

Longissima — Extra long spurred pale yellow $\frac{1}{16}$ oz. \$2.50 .60

Rose Queen — Pink with white corolla40 3.25

Snow Queen — The largest pure white40 3.25

BELLIS (English Daisy)

The English Daisy starts to produce its flowers in the early spring on low plants which grow about 3" tall. They also produce well in the fall when it is cooler.

Tr. Pkt. $\frac{1}{4}$ oz.

Perennis Monstrosa — Pink \$.60 \$3.75

Perennis Monstrosa — Red60 3.75

Perennis Monstrosa — White60 3.75

Perennis Monstrosa — Mixed60 3.75

CARNATION

Tr. Pkt. $\frac{1}{4}$ oz.

Early Vienna — Very dwarf \$.60 \$2.75

Grenadin Mixed60 2.50

CENTUAREA

Tr. Pkt. Oz.

Montana — Has numerous deep blue flowers resembling Centaurea Cyanus on plants growing about 1 $\frac{1}{2}$ feet tall. Flowers early \$.30 \$1.50

CERASTIUM

Tr. Pkt. Oz.

Tomentosum — Snow In The Summer is a very descriptive name for this low-growing plant. Grows about 6" high. Its small white flowers are produced in June. Excellent for rockeries \$.30 \$2.00

CHEIRANTHUS (SIBERIAN WALLFLOWER)

Tr. Pkt. Oz.

Allioni — The Siberian Wallflower, a biennial, produces its bright orange flowers on 15" spikes from May to September. To keep plant blooming, flowers must be cut \$.20 \$.45

Gloeckner FLOWER SEEDS

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CAMPANULA

Calycanthemum — (Cup and Saucer). One of the most showy of this group. The flowers are large on stalks that attain a height of about 2 feet. Good for cutting.

	Tr. Pkt.	Oz.	
Blue	\$.25	\$ 1.75	
Lilac25	1.75	
Pink25	1.75	
White25	1.75	
Mixed25	1.75	

Persicifolia — (Peachleaf, Bellflower). This variety grows from 2 to 3 feet tall and produces flowers that are more shallow than bell shaped and has foliage that is long, narrow and very graceful.

	Tr. Pkt.	Oz.	
Blue — Very hardy	\$.50		
Alba — Very hardy50	

Pyramidalis — The Chimney-Bellflower is one of the tallest Campanulas attaining a height of about 5 feet. Its long stalks of flowers start blooming in August and continue for several weeks.

	Tr. Pkt.	Oz.	
Alba	\$.40		
Blue40	

Rotundifolia — Scotch Harebell is an attractive flower producing little bells of blue during late spring and continuing over a long season. Grows 12" tall

\$.60



CHRYSANTHEMUM (SHASTA DAISY)

	Tr. Pkt.	Oz.	
Alaska—Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for some time	\$.25	\$ 1.40	
May Queen—(Spring Marguerite)—Medium sized flowers50	1.50	
Mayfield Giant—Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 ft. tall25	1.00	

DELPHINIUM PACIFIC STRAIN

(VETTERLE & REINELT)

Tr. Pkt. 1/8 oz. 1/4 oz.
Astolat Series—Novel shades ranging from pale blush through pink, rose and lilac with dark bees.... \$2.00 \$3.50 \$6.50

Blue Bird Series—Clearest medium blues with white bees

Blue Jay Series—Clear medium to dark blue

Cameliard Series—Pure lavender self with white bees

Black Knight — Dark purple, heavy velvety texture

Galahad Series — Pure white

Guinevere Series — Light pink lavender self with white bee

King Arthur — Brilliant royal violet white bee

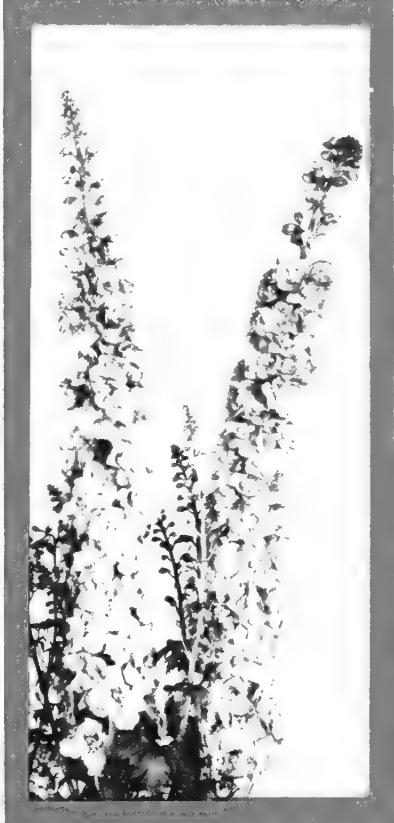
Lancelot Series — Lilac self with white bee

Percival Series—White with black bee

Round Table Series — This group combines all the newest color developments

Summer Skies Series— Clearest blue with white bee

Pacific Hybrids Mixed



PRICES ABOVE 12 VARIETIES:

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$1.50	\$2.50	\$4.50	\$15.50

DELPHINIUM — OTHER STRAINS

Tr. Pkt. Oz.

Cliveden Beauty (Belladonna Improved)—Select strain. Turquoise blue	\$.40	\$ 3.25
Bellamosum—Dark blue40	3.25
Blackmore & Langdon Strain—Immense flowers. Fine mixture of blue shades40	3.25
Gold Medal Hybrids—Splendid mixture.....	.30	1.75
Lamartine—Fairly deep marine blue55	5.00
Wrexham Strain — Celebrated English Hollyhock strain55	6.00

COREOPSIS

Tr. Pkt. Oz.

Lanceolata Grandiflora — Plants grow about 3 feet tall and produce their yellow daisy-like flowers during June. Good for cutting	\$.20	\$.40
Mayfield Giant — Deep golden yellow, large flowers, early25	.90
Double Sunburst—Large, golden yellow, fully double flowers25	1.10

PERENNIALS

DIANTHUS

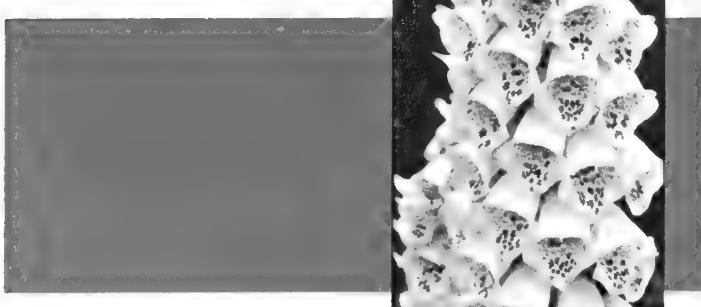
	Tr. Pkt.	Oz.	
Plumarius Double Mixed — The grass, or Garden Pinks, are low-growing plants, which bloom early in the spring	\$.45	\$5.25	
Deltoides Brilliant (Maiden Pink) — Deep rose, 8"50		

DIGITALIS (FOXGLOVE)

Flowers during June and July. The flowering spike grows well over three feet in height with individual tubular or bell-shaped flowers, placed close on the side of the stem.

The Shirley—Giant hybrids, spotted throats

Tr. Pkt.	Oz.
\$.25	\$2.15



GAILLARDIA

Blanket flowers are showy and of easy culture. They begin to flower in June and continue until frost.

	Tr. Pkt.	Oz.	
Burgundy —Copper scarlet self	\$.30	\$2.50	
Dazzler — Large rich red flowers with orange tip. Fine for cutting30	1.90	
Goblin —Dwarf, compact40	2.90	
Portola Hybrids — Red with golden tips. Excellent for cutting30	2.00	

GEUM

This plant which flowers from May to October is useful for cutting and can also be used for borders and rockeries.

	Tr. Pkt.	Oz.	
Mrs. Bradshaw —Brilliant scarlet. Double flowers. Good for cutting	\$.30	\$2.90	
Lady Stratheden —Double golden yellow. Excellent for cutting30	2.90	

GYPSOPHILA

One of the daintiest of old-fashioned flowers. The plants are covered with small blooms all during the summer. The tall growing varieties are good for cutting, while the dwarf forms are useful for edgings and rock gardens.

	Tr. Pkt.	Oz.
Paniculata — (Single) — Hardy, graceful sprays of white flowers	\$.20	\$.60
Pacifica —Rose, 4 ft., blooms when paniculata varieties have passed. Excellent for cutting30	3.30
Repens Rosea — Light rose 6", fine rock plant30	3.30
Repens White —6", fine rock plant30	2.70

HEUCHERA

One of the most desired of the smaller growing plants. The plants of Sanguinea are compact, bushy and grow in tufts with flower stems about 1 1/2 feet high, blooming in mid-summer.

	Tr. Pkt.	Oz.
Sanguinea —Fine for cutting	\$.60	\$3.00

HOLLYHOCK — CHATERS DOUBLE

Black Gem —Maroon	Golden Drop —Sulphur Yellow
Chamois	Newport Pink
Enchantress —Deep rose	Salmon Rose
Fire King —Scarlet	Virgin Queen —White Mixed

Tr. Pkt.	Oz.
PRICES ABOVE:	\$.35
	\$1.70

IBERIS

Low-growing plant that grows about 9 to 12" tall, and spreads out making mats which are covered with flat dense clusters of flowers from the end of April through June.

	Tr. Pkt.	Oz.
Gibraltarica — Lilac	\$.30	\$1.80
Sempervirens — White60	5.00

LAVANDULA — SWEET LAVENDER

	Tr. Pkt.	1/4 oz.
Munstead's Strain — Well-known fragrant hardy perennial. Always in good demand	\$.40	\$1.10

LIATRIS

Long spikes 4 to 5 feet tall of rosy purple. Flowers during August and September.

	Tr. Pkt.	Oz.
Pycnostachya — Rosy purple. Fine for cutting	\$.35	\$3.00

LINUM

	Tr. Pkt.	1/4 oz.	Oz.
Perenne —(Flat)—Blue. 1 1/2 ft. tall	\$.20		\$.70
Flavum —Yellow. 2 ft. tall30	\$.85	

PERENNIALS

LYCHNIS

	Tr. Pkt.	Oz.	
Chalcedonica —Flowers in June. Produces several flower stems over 3 ft. tall with immense heads of vermillion scarlet flowers25	\$1.50	

MYOSOTIS

	Tr. Pkt.	Oz.	
Alpestris Victoria — Grows about 6" tall and is compact in growth. Produces its clear blue flowers beginning in April.....	.40	\$5.50	
Palustris Semperflorens — Begins blooming about May and continues until fall40	3.25	

POPPY

Dwarf plants growing about 18 inches tall that bloom all summer if the flowers are kept picked.

	Tr. Pkt.	Oz.	
Sunbeam Mixed — Light shades, large flowers35	\$2.25	

PRIMULA

Hardy Primroses are showy plants that have small dainty flowers during April. The plants grow about 6 to 8 inches tall.

	Tr. Pkt.	1/4 oz.	
Auricula Alpine	\$1.00	\$5.00	
Veris Munstead's Strain	1.00	5.00	

PYRETHRUM

These are excellent for cutting. The bright colored daisy-like flowers are produced on long stems. Plants grow about 2 to 3 ft. tall and flower in June.

	Tr. Pkt.	Oz.	
Hybridum Single Mixed60	\$5.50	
Double Mixed 1/8 oz. \$1.60	1/4 oz. .60	\$2.75	8.25

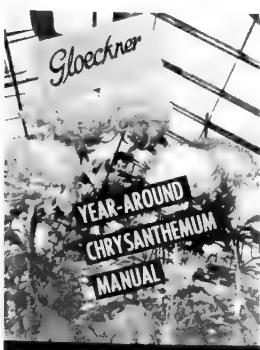
SAPONARIA

	Tr. Pkt.	Oz.	
Ocymoides — Rose30	\$2.10	

SCABIOSA

Plants grow about 2 to 3 ft. tall producing their flowers on long wiry stems from June to September. Good for cutting.

	Tr. Pkt.	Oz.	
Caucasica Isaac House Hybrids — Improved strain. Flowers range from lavender to dark blue. Excellent for cutting50	\$3.75	
Caucasica Lavender —Good cut flower.....	.35	2.75	



STATICE

	Tr. Pkt.	Oz.	
Caspia —Lilac. Fine for table decoration....	.40	\$2.75	
Dumosa —Silvery gray flowers. Good cut flower40	2.75	
Latifolia — Deep blue flowers. Fine for cutting30	2.00	

SWEET WILLIAM

	Tr. Pkt.	Oz.	
Scarlet Beauty —Scarlet red40	\$2.50	
Single Mixed40	2.50	
Double Mixed40	2.50	
Dwarf Alpinus Midget Mixed — Early flowering type of Sweet William, consisting of light and dark colors, mixed. Height 4 to 6 inches. Suitable for border or rock garden planting	1/4 oz. .60	4.75	

TRITOMA

	Tr. Pkt.	Oz.	
Hybrids —(Red Hot Poker)40	\$2.40	

VERONICA

	Tr. Pkt.	Oz.	
Spicata —Grows about 1 1/2 ft. tall and produces its bright blue flowers during June50	\$4.00	

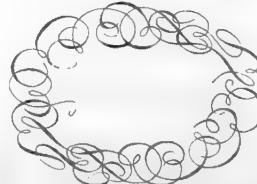
VIOLA CORNUTA

	Tr. Pkt.	1/4 oz.	Oz.
Admiration —Large dark blue60		\$6.00
Chantreyland —Pure apricot60		\$2.50
Arkwright Ruby —Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant60	3.00	9.00
Blue Perfection — Large flowered fine light blue60	2.00	6.00
Lutea Splendens — Golden yellow60	1.35	4.50
Papilio —Blue and white.....	.40	1.40	

BULBS AND FOLIAGE PLANTS

SEE YOUR *Gloeckner* REPRESENTATIVE

FOR A COMPLETE SELECTION OF CHRYSANTHEMUM AND CARNATION PLANTS. SEE YOUR *Gloeckner* CHRYSANTHEMUM AND CARNATION MANUALS. IF YOU HAVE NOT RECEIVED YOUR MANUALS, THEY ARE AVAILABLE UPON REQUEST.



VEGETABLE SEEDS

CAULIFLOWER

	1/4 oz.	Oz.	
Early Snowball "A" (Dwarf Erfurt) — One of the most satisfactory early strains of Snowball.....	.80	\$2.50	
Snowdrift — Heads large firm and snow white.....	.80	2.50	

CELERY

	1/4 oz.	Oz.	
Golden Yellow Self Blanching — Standard early market variety90	\$3.00	
Golden Plume — Early, non-bolting variety. Fine flavor, solid and tender90	3.00	
Emperor — Dwarf growing, very brittle and of excellent flavor. Good winter keeper.....	.80	2.50	
Giant Pascal — Stems thick, of fine quality, rich nutty flavor. An excellent variety.....	.70	2.35	

BROCCOLI

	Oz.	1/4 lb.	
Italian Green Sprouting — (Early strain). Vigorous early type forming large compact central heads and very few laterals40	\$1.35	

BRUSSELS SPROUTS

	Oz.	1/4 lb.	
Long Island Improved — Plant dwarf and compact50	\$1.50	

CABBAGE

	Oz.	1/4 lb.	Lb.	
Copenhagen Market — Early, round headed variety. Excellent quality50	\$1.50	\$4.50	
Danish Ball Head — Most popular late variety. Good keeper50	1.50	4.50	
Early Jersey Wakefield — The earliest oblong variety. Sure header, small heads, suitable for home gardens40	1.20	3.60	
Glory of Enkhuizen — Heads large and globular, stem medium short50	1.30	4.25	
Golden Acre — The earliest resistant cabbage developed. A SOLID ROUND HEAD OF MEDIUM SIZE75	2.50	7.50	
Jersey Queen — In type and earliness about the same as Jersey Wakefield45	1.45	4.35	
Wisconsin All Season — A main crop yellow resistant cabbage. Round head, good quality50	1.50	4.75	
Mammoth Red Rock — Best red variety. Good keeper, round head50	1.50	4.50	
Marion Market (Resistant) — A resistant Copenhagen Market matures a trifle later50	1.60	4.80	
Premium (Late) Flat Dutch — Large late variety. Very good quality, excellent keeper40	1.30	4.00	
Savoy, Chieftan — Earlier than standard market varieties of Savoy. Plant medium short stemmed50	1.50	4.50	

EGG PLANT

	Oz.	1/4 lb.	Lb.	
Black Beauty — An extra early, large variety with few seeds60	\$2.00	\$6.00	
Florida High Bush — Plants of strong upright growth, producing fruit well above the ground60	2.00	6.00	
Improved New York Purple — Popular home and market garden variety.....	.75	2.25	7.50	

LETTUCE

	Oz.	1/4 lb.	Lb.
Black Seeded Simpson — Ideal mid-summer leaf variety, will withstand heat and drought20	.70	\$2.00
Grand Rapids Forcing — The leading greenhouse forcing leaf variety, but may be grown successfully outdoors25	.80	2.40
Big Boston — A large headed variety for mid-summer and fall use25	.70	2.25
Imperial No. 44 — Has very long well folded leaves and produces hard, well formed heads35	1.15	3.50
New York 12 — An early sure heading strain adapted to warmer weather. Forms flat heads with light green leaves35	1.15	3.50
Salad Bowl — Improvement over Oak Leaf. Early, stands summer heat exceptionally well. Loose leaf variety75	2.50	7.50

ONION

	Oz.	1/4 lb.	Lb.
Prizetaker — Large, globular, yellow. Flesh coarse and mild70	\$2.30	\$7.00
White Sweet Spanish — White with clear glistening skin. Globe-shaped70	2.30	7.00
Yellow Sweet Spanish (Utah Strain) — Globe-shaped, keeps extra well70	2.30	7.00

PARSLEY

	Oz.	1/4 lb.	Lb.
Extra Triple Curled (Moss Curled) — Plants compact leaves dark and finely cut.....	.20	.50	

PEPPER

	Oz.	1/4 lb.	Lb.
Bull Nose or Large Bell (Hot) — Medium size fruits, deep green when immature, scarlet when ripe70	\$2.50	\$7.00
California Wonder (Sweet) — Much used, particularly by market growers. Large green fruits practically as early as Ruby King70	2.50	7.00
Cayenne Long Red (Hot) — A leading sort for use in pickles, for canning and for drying. Fruits long, tapered, and very pungent60	2.00	6.00
Chinese Giant (Sweet) — The largest sweet pepper. Roundish, blunt, mild and sweet throughout. Deep green changing to deep scarlet60	2.00	6.00
Crimson Giant (Sweet) — Very mild, popular home and garden variety60	2.00	6.00
Golden California Wonder — Golden fleshed type	1.00	3.35	10.00
Harris Early Giant (Sweet) — The best very early pepper for home and market gardens. Large fruits, slightly tapered. Deep green changing to bright red65	2.25	6.50
Hungarian Yellow Wax (Hot) — Yellow very early. Fruits long, tapered. Waxy light yellow75	2.50	7.50
Pimento (Sweet) — Standard variety for home and market garden. Fruits heart-shaped and very smooth45	1.50	4.50
Ruby King (Sweet) — A favorite for home and market garden. Fruits large and slightly tapered. Bright red65	2.25	6.50
Sweet Yellow (Sweet) — Skin golden yellow, flesh thick and bright yellow65	2.25	6.50
World Beater (Sweet) — An early sort. Fruits large, oblong; flesh thick and sweet. Bright red60	2.00	6.00

RADISH

	Oz.	1/4 lb.	Lb.
Improved Scarlet Globe — Very early sort, valuable for out of door culture and for forcing. Uniform, rich bright, scarlet, flesh white15	.45	\$1.50
Scarlet Turnip, White Tip — Popular variety, small top. Root bright scarlet with white area about the tip15	.40	1.25
White Icicle — The best early white variety. Roots long, tapered, very white throughout20	.40	1.30

TOMATO

	Oz.	1/4 lb.	Lb.	Oz.	1/4 lb.	Lb.	
Bonny Best (73 days) — A general purpose tomato. Fruits evenly colored scarlet-red, medium large	\$.60	\$2.00	\$6.00	Marglobe (75-78 days) — Resistant to Fusarium wilt. Fruits uniform deep scarlet, globe shape and of distinct quality	\$.60	\$2.00	\$6.00
Break O'Day (73-75 days) — Early wilt resistant, globe-shaped sort. Fruits large, scarlet of good quality60	2.00	6.00	Master Marglobe (75-78 days) — HIGHLY resistant and heavily productive80	2.75	8.00
Chalk's Early Jewel (75 days) — Very thrifty, heavy producer. Fruits scarlet-red, large and firm	.50	1.70	5.00	Michigan State Forcing — Developed at Michigan State College. Very productive under restricted light conditions. Fruits deep scarlet, globe shaped, are borne in clusters of five to eleven...1/4 oz.	.50	1.50	
Dwarf Stone (82 days) — Strictly dwarf and tree-like, require no training. Fruits bright red, medium sized60	2.00	6.00	Oxheart — Heart shaped. Pink fruit, mild flavor	1.10	3.70	11.00
Earliana (64-66 days) — Particularly valuable for home garden and early market. Fruit medium size flattened70	2.35	7.00	Ponderosa (85 days) — One of the best for home use. Fruits purplish-pink, very fleshy with few seeds, of very mild flavor85	2.75	8.50
Globe "A" (Forcing) — Developed by Ohio State Experiment Station—Pink fruits a little larger than regular Globe. Ships well	1/4 oz. \$1.50	5.00		Pritchard (Scarlet Topper) — Wilt resistant, heavily productive. Fruits large, globular, scarlet and well colored about the stem end.....	.65	2.20	6.50
Globe (Livingston's) (81 days) — Heavy producer, fruits purplish pink, large globe shape, scarlet red65	2.00	6.00	Rutgers (78 days) — Highly recommended for second early maturing variety for canning and tomato juice. Fruits similar in shape to Marglobe. Uniformly colored flesh65	2.20	6.50
Golden Queen — Large yellow fruit, mild flavor70	2.35	7.00	Stokesdale (70-73 days) — Early suitable for shipping. Fruits uniform deep scarlet, globe shape65	2.20	6.50
Greater Baltimore (83 days) — Similar to Stone and particularly valuable for canning50	1.75	5.00	Stone Improved (85 days) — Very solid fruit scarlet red, flat shape65	2.20	6.50
John Baer (73 days) — Very similar in every respect to Bonny Best60	2.00	6.25	Valiant — early red90	3.00	9.00



STOKESCROSS No. 2: Maturing 70 days, average size of fruit 4.5 ounces. This large size, early maturing hybrid tomato is both a market and a canner type. A very heavy producer with uniformly large fruit.

STOKESCROSS No. 5: Maturing 75 days, average size of fruit 4.7 ounces. This is perhaps the strongest hybrid yet produced. It is recommended for market or for processing, and is an excellent producer. This new cross for 1953 is a magnificent tomato which carries enthusiastic endorsement as one of the finest hybrids ever produced.

Tr. Pkt.
\$.75

1/4 Oz.
\$1.25

1 Oz.
\$3.50

1/4 Lb.
\$12.00

SUNDRIES

FERTILIZERS

ELECTRA

(5-10-3)

A highly organic fertilizer designed especially for florists. Contains major, minor and trace elements needed for plant growth.
80 lbs. \$6.00

From distribution points nearest to you.

WATER SOLUBLE FERTILIZERS

PETERS SPECIAL FERTILIZERS:

20-20-20	for general feeding
15-15-15	for Easter Lilies, Pink Hydrangeas and Poinsettias
21-7-7	for iron needing plants. Utilizes Chelated Iron (Sequestrene Brand) as source of iron.
25 lbs.	\$ 6.00
50 lbs.	12.00
75 lbs.	\$18.00
100 lbs.	20.00

All shipments in 25-lb. bags. F.O.B. Allentown, Pa.

KAPCO LIQUID FERTILIZERS:

20-20-20	25 lbs. \$ 5.50	21-7-7 Acid Liquid Fertilizer	25 lbs. \$ 6.60
15-30-15	50 lbs. 11.00	(Contains the New Chelated Iron)	50 lbs. 13.20
	80 lbs. 16.00		80 lbs. 19.20

Prices F.O.B. McKeesport, Pa.

WRITE FOR QUANTITY PRICES ON WATER SOLUBLE BRANDS.

CANE STAKES

Bamboo, dyed green, of pencil thickness. Packed 2000 per bale.

12 inch to 5 feet
At Market Prices

HYACINTH STAKES

Split bamboo, dyed green in bales of 5000 sticks.

12, 15, 18 and 24 inch
At Market Prices

HORMODIN

Root Growing Chemical

1 3/4 oz.	\$.50
1 lb. tin	3.00

ROOTONE

A plant hormone powder for rooting cuttings and increasing root growth.

2 oz.	\$1.00
Lb.	5.00

QWIK-TIES

The brand new wire plant tie. Made of rustproofed galvanized wire covered with generous layers of paper.

Packed in cartons of 10,000 of a single size only. Quantity price on total order in all sizes.

	1 Carton	2 - 4 Cartons	Per Carton	Per Carton
4"	\$ 7.50	\$ 7.50		
8"	13.00	12.50		
12"	22.00	21.00		
16"	30.00	29.00		

PRESERVATIVES

CUPRINOL GREEN

1 Gal. Can	\$3.90
5 Gal. Can, per gal.	3.65
50 Gal. Drums per gal.	3.50

CUPRINOL FOR FLORISTS

Specially adapted for dipping	
5 Gals., per gal.	\$2.35
50 Gals., per gal.	2.20

PALM TUBS

Green, bound with metal bands with two holes in bottom.

Size	Price Each	Tubs per Bundle
7" x 7"	\$1.10	5
8" x 8"	1.20	5
9" x 9"	1.35	5
10" x 9"	1.55	5
12" x 11"	2.10	4
14" x 13"	2.80	4
16" x 15"	3.70	3

WOOD VENEER

PLANT BANDS (Stapled)

	Bands Only	Bands with Bottoms 1000
1 3/4 x 1 3/4 x 2 1/2"	\$4.70	\$7.30
2 x 2 x 2"	4.70	7.30
2 x 2 x 2 1/2"	4.80	7.40
2 1/4 x 2 1/4 x 2 1/2"	5.00	7.50
2 1/2 x 2 1/2 x 2 1/2"	5.10	7.70
2 x 2 x 3"	5.10	7.70
2 1/2 x 2 1/2 x 3"	5.50	8.20
3 x 3 x 3"	5.90	8.50
3 x 3 x 4"	6.10	8.90
4 x 4 x 3"	6.20	9.20
4 x 4 x 4"	7.10	10.10
Unstapled bands		
\$1.00 less per 1000		

VITA POTS

Nutrient treated pots for growing and shipping.

Sold in units of 1000 only

	Per 1000
2"	\$14.60
2 1/4"	14.95
2 1/2"	15.50
3"	17.40
3 1/2"	22.70
4"	25.70
5"	33.40
6"	44.10

VITA-BANDS—10

Will usually contain root growth up to 8 to 10 weeks. Nutrient treated.

Sold in units of 2000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$4.55
2 x 2 x 2 1/2"	4.55
2 x 2 x 3"	5.05
2 1/2 x 2 1/2 x 3"	6.00
3 x 3 x 3"	6.90
4 x 4 x 3"	9.00
4 x 4 x 4"	11.25

VITA-BANDS—H

Will control root growth of those plants that demand extra long growing periods. Nutrient treated.

Sold in units of 1000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$ 5.45
2 x 2 x 2 1/2"	5.80
2 x 2 x 3"	6.90
2 1/2 x 2 1/2 x 3"	7.65
3 x 3 x 3"	8.50
4 x 4 x 3"	10.45
4 x 4 x 4"	12.90

RED

PAPER POTS

Sold in units of 1000 only

	Per 1000
2"	\$ 8.60
2 1/4"	8.60
2 1/2"	8.70
3"	9.15
3 1/2"	12.20
4"	14.70
5"	18.15
6"	22.25

BIRD PERENNIAL POTS

Excellent for many varieties of perennials, roses, bulbs, vines and shrubs.

Sold in units of 1000 only

	Per 1000
5 1/2-in.	\$36.50
6 1/2-in.	51.50
9 1/2-in.	62.85

PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

INSECTICIDES

FUNGICIDES & FUMIGANTS

ARAMITE 15W	4-lb. bag	\$ 3.20
DEENATE 50W (DDT)	4 lbs.	2.25
	48 lbs. (12, 4-lb. bags)	21.60
DITHIO 5% AEROSOLS	4 lbs.	8.00
DUPONT SPREADER STICKER	1 gal.	7.95
	5 gals.	37.50
FERMATE	3 lbs.	2.45
	Case (36 lbs.)	25.80

FULEX

PARATHION FUMIGATORS

For Red Spiders, Aphids and Thrips on florist crops.

Carton (24 cans)

1,000 cu. ft.....\$ 9.00	5,000 cu. ft.....\$12.00
2,000 cu. ft..... 9.00	10,000 cu. ft..... 15.00
20,000 cu. ft..... 24.00	

APHID-SMOKE FUMIGATORS

For Aphids and Adult White Flies on florist crops.

Carton (24 cans)

1,000 cu. ft.....\$ 9.00	5,000 cu. ft.....\$12.00
2,000 cu. ft..... 9.00	10,000 cu. ft..... 15.00
20,000 cu. ft..... 24.00	

SPIDER-MITE FUMIGATORS

For Red Spiders, including some Parathion-resistant strains on carnations, chrysanthemums and snapdragons.

Carton (24 cans)

1,000 cu. ft.....\$ 9.00	5,000 cu. ft.....\$12.00
2,000 cu. ft..... 9.00	10,000 cu. ft..... 18.00
20,000 cu. ft..... 30.00	



ISOTOX 1 (supplied in 50-lb. bags only)...50 lbs. 8.50

LINDANE 1½% dust (50 lbs. minimum)...50 lbs. 11.70
25% Wettable Powder4 lbs. 11.00

METALDEHYDE DUST 15%	10 lbs.	\$ 7.50
20 lbs. 14.50	50 lbs. 29.00	100 lbs. 55.00

NICOFUME LIQUID1 gal. (8 lbs.) 11.95

NICOFUME PRESSURE FUMIGATORS	1/2-lb. cans (12 cans)	4.60
	1-lb. cans (12 cans)	7.95

NNORgal. 10.00

OPTOX (10% DDT)gal. 12.00

ORTHOCIDE 50W	50-lb. drum	54.00
	5 lbs.	5.70

PLANTFUME 103	5,000 cu. ft. carton—36	10.50
	20,000 cu. ft. carton—12	12.00

PARATHION SPRAY (15% Wettable)...4-lb. bag 3.50

PARZATE

Powder	3-lb. bag	2.85
	Case (36 lbs.)	31.20

Liquid	5-gal. cans	9.50
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P-40	25 lbs.	7.25
	50 lbs. 13.75	100 lbs. 26.00

ROTHANE (DDD) (50% Wettable Powder)		
4-lb. carton 2.00	50 lbs.	23.00

SODIUM SELENATE	4 ozs. 2.75	1 lb. 7.00
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SNAILICIDE	5 lb. 4.00	20 lbs. 13.00
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SYSTOX (Emulsion)	1 qt. 10.00	1 gal. 32.00
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TONACIDE

Regular	50 lbs. 10.50	100 lbs. 20.00
With DDT	50 lbs. 11.50	100 lbs. 22.00

VAPATONE XX	1-gal. can	12.00
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ZERLATE	3 lbs. 2.45
	Case (36 lbs.) 25.80

WE CAN SUPPLY YOU WITH ANY INSECTICIDE
OR FUNGICIDE NOT LISTED ABOVE

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

3red C.
Gloeckner
& Company
Incorporated

